

EXHIBIT 1

**EXPERT REPORT OF HAL PORET IN MATTER OF
ENERGIZER BRANDS, LLC V. DURACELL U.S. OPERATIONS, INC.**

**SURVEY TO ASSESS CONSUMER PERCEPTION
OF DURACELL OPTIMUM PACKAGING**

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BACKGROUND AND PURPOSE

Duracell's Optimum AA and AAA batteries are marketed and sold to consumers in packaging such as the following:



Energizer Brands, LLC (Energizer) has filed a lawsuit alleging, among other things, that the Duracell Optimum packaging misleadingly communicates to consumers that Optimum batteries provide both extra life and extra power for the same device. Energizer alleges that Optimum batteries may provide extra life for some devices (as compared to Duracell Coppertop) and may provide extra power for other devices (or may provide neither for some devices) but do not provide both extra life and extra power for the same device.

Counsel for Energizer retained me to design and conduct a survey to scientifically assess the extent to which, if at all, the Duracell Optimum packaging communicates to consumers that Optimum batteries provide both extra life and extra power for the same device.

This report details the design, execution and results of my survey. As discussed in detail below, my survey showed a substantial net rate of confusion of 25.0% that Optimum batteries provide both extra life and extra power for the same device, regardless of device.

In the course of designing the survey and preparing this report I reviewed the following materials: (1) Complaint; (2) Duracell.com website. I also reviewed physical Optimum batteries packaging.

The fee charged for the survey is \$40,000. This includes the fees paid to the survey programming and sampling services, and my time for preparation of this report. Any additional work in connection with this matter will be billed at my rate of \$725 per hour. Payment is not contingent upon the outcome of the survey or the litigation.

AUTHORSHIP AND QUALIFICATIONS

This study was designed, supervised, and implemented by Hal L. Poret, President at Hal Poret, LLC.

I have personally designed, supervised, and implemented over 1,000 surveys regarding the perceptions and opinions of consumers. Over 500 have involved consumer perception with respect to advertising, and over 500 have been conducted online. I have personally designed numerous studies that have been admitted as evidence in legal proceedings and I have been accepted as an expert in survey research on numerous occasions by U.S. District Courts, the Trademark Trial and Appeal Board, and the National Advertising Division of the Council of Better Business Bureaus (NAD).

I am a member of the American Association of Public Opinion Research, publisher of *Public Opinion Quarterly* and the *Journal of Survey Statistics and Methodology*; the International Trademark Association; and the National Advertising Division of the Council of Better Business Bureaus (NAD). I routinely conduct market research surveys for a variety of small to large corporations and organizations.

I have frequently spoken at major intellectual property and legal conferences on the topic of how to design and conduct surveys that meet legal evidentiary standards for reliability, including conferences held by the International Trademark Association (INTA), American Intellectual Property Law Association, Association of National Advertisers, Practising Law Institute, Managing Intellectual Property, Promotions Marketing Association, American Conference Institute, and various bar organizations.

In addition to my survey research experience, I hold bachelors and masters degrees in mathematics and a J.D. from Harvard Law School. Additional biographical material, including lists of testimony and publications, is provided in Appendix A.

STUDY DESIGN

A total of 400 respondents participated in this online survey among prospective consumers of AA and AAA batteries.¹

The survey followed a standard format in which respondents were shown Optimum packaging and then asked a series of questions regarding what they perceived the advertising to communicate. As per standard practice, initial survey questions were open-ended and general in scope, while subsequent questions progressively narrowed in scope and ultimately included closed-ended questions for the purpose of clarifying any potential ambiguity provided in respondents' answers to the previous open-ended questions.

The survey design included one Test Group of 200 unique respondents and one Control Group of a separate and unique 200 respondents.

As discussed in greater detail below, respondents in the Test Group were shown the following image of Duracell Optimum packaging:

¹ See the Sampling section of this report for more information regarding who qualified for and completed the survey.



In order to err on the side of giving respondents sufficient opportunity to review and notice all language on the package that could impact their understanding of the claims, the survey also included two additional measures. First, respondents were given the option to rotate the package so that they could more easily read the smaller text that runs vertically down the lower right of the package. Respondents were instructed that they could click the image to rotate the package, in which case they were shown the following additional image (which appeared larger and easier to read on a computer screen):



Calling respondents' attention to the prospect of rotating the package could only have exaggerated the likelihood that respondents would notice and pay attention to the vertical text.

The survey also showed all respondents an image of the back of the package, so that respondents had the opportunity to review any text on the back.

By offering the opportunity to rotate the front of the package and by showing all respondents the back of the package, the survey gave respondents more than adequate opportunity to review any and all text on the packaging. If anything, the survey's presentation of the package erred on the side of exaggerating the likelihood that consumers would notice and review the vertical text on the front or the text on the back of the package.

The survey also included a Control Group consisting of 200 separate, unique respondents. The purpose of the Control Group is to measure and account for survey noise – i.e., the extent to which respondents in a survey answer that the packaging communicates a particular inaccurate message for reasons that cannot be attributable to the packaging, such as pre-existing beliefs, guessing, inattention, or other forms of respondent or survey error. The Control Group accounts for these factors by showing an alternate version of the packaging that has been edited to replace the allegedly misleading elements of the packaging.² The survey taken by the Control Group was identical to that taken by the Test Group with the sole exception that the Control Group was shown an altered version of the packaging designed to accurately communicate that Optimum

² A Control Group in a survey is akin to a placebo group in a classic scientific experiment. When a Test Group is given a medication and questioned about its impact, a Control or Placebo Group is given a placebo and asked the same questions to assess the extent to which the same result ensues. A placebo is a pill that removes the active ingredient at issue but changes nothing else. If, for example, 30% of the Test Group responds that the medication helped their headache, the Control Group must be consulted to determine the extent to which, if at all, this result can be reliably attributed to the effectiveness of the active ingredient. If 25% to 30% of the Control Group reports that the medication (placebo) helped their headache, we know that the 30% Test Group result cannot be attributed to the effectiveness of the test medication, as those given the placebo had a very similar result. If, on the other hand, only 10% of the Control Group reports a benefit, we know that the 20% difference between the Test result (30%) and the Control result (10%) must reflect the genuine impact of the Test medication. The same experimental design (comparing Test and Control Groups) is commonly used in advertising surveys to isolate the impact of an element of the advertising.

batteries may provide a device with either extra life or extra power, rather than both extra life and extra power. The Control Group saw the following altered version of the packaging:



As discussed in more detail below, this Control packaging alters the allegedly misleading elements of the packaging to accurately communicate that the batteries either provide extra life for some devices or extra power for others, while holding all other elements of the packaging constant.

As this was an online survey, all instructions and questions were displayed on respondents' computer screens.

Test Group

After a series of initial screening questions, all 200 Test Group respondents were prompted as follows:

On the next screens you will be shown the front and back of a package of batteries. You may click on any image if you would like to rotate it. Please take your time to review the package as you would if you were considering purchasing the batteries.

After you have had a chance to view the package you will be asked some questions about the batteries.

On the next screen, respondents saw the following instruction and image:

Please review this package as you would if you were considering purchasing the batteries.



As previously instructed, respondents who chose to click on the image then saw a rotated view of the product:



Respondents viewed the packaging for as long as desired. After five seconds elapsed, the following instruction and options appeared beneath the image:

Before continuing with the survey, please indicate whether or not you have viewed the package clearly.

- I viewed the package clearly
- I am unable to view the package clearly

Respondents viewed the packaging for a minimum of five seconds and confirmed they viewed the package clearly before continuing with the survey.

This is a standard quality assurance procedure to ensure respondents

successfully view the packaging at issue for an amount of time that allows them to meaningfully participate in the survey.

Upon continuing, respondents saw the following instruction and image of the back of the product:

Now please review the back of the package as you would if you were considering purchasing the batteries.



As previously instructed, respondents who chose to click on the image then saw a rotated view of the back of the product:



Respondents viewed the back of the packaging for as long as desired. After five seconds elapsed, the following instruction and options appeared beneath the image:

Before continuing with the survey, please indicate whether or not you have viewed the package clearly.

- I viewed the package clearly
- I am unable to view the package clearly

Respondents viewed the back of the package for a minimum of five seconds and confirmed they viewed the package clearly before continuing with the survey.

Respondents were then further instructed:

On the next screens you will be asked some questions about the batteries you just reviewed, shown again below.



If for any question you are asked, you do not know or have no opinion, please indicate so. Please do not guess.

Respondents viewed this screen for a minimum of five seconds. Upon continuing, respondents were asked the following open-ended question:

What was the main message or messages that the package communicated to you about the batteries?

Please be as specific and detailed as possible.

Respondents could type in any answer.

Next, all respondents were asked another open-ended question:

What else, if anything, did the package communicate to you about the batteries?

Please be as specific and detailed as possible.

Respondents could again type in any answer.

All respondents were then also asked the following open-ended question:

Assume you use the batteries you were shown in a particular device.

Based on the package, what advantage or advantages, if any, would the batteries provide for the device?

Please be as specific and detailed as possible.

Respondents could again type in any answer.

Finally, respondents were asked a closed-ended question to clarify any ambiguities provided in their previous open-ended responses:

Which of the following, if either, best summarizes what the package communicated?

Please select one response.

- The battery will provide both extra life and extra power for the device you use it in.
- The battery will provide either extra life or extra power for the device you use it in.
- Neither of the above
- Don't know/no opinion

To account for response bias due to response option order, the first two options on the list rotated so that half of all respondents saw the options in the order shown above, while half saw the options in the following order:

- The battery will provide either extra life or extra power for the device you use it in.
- The battery will provide both extra life and extra power for the device you use it in.
- Neither of the above
- Don't know/no opinion

This concluded the survey for all 200 Test Group respondents.

Control Group

As noted above, a total of 200 unique respondents participated in a corresponding Control Group. As noted above, the Control Groups' function is to measure the survey "noise" level or "false positive" level – i.e., the extent to which consumers answer that the Optimum packaging communicates that the batteries provide both extra life and extra power for reasons that cannot be

attributed to the packaging, such as pre-existing beliefs, guessing, inattention, or other forms of respondent or survey error. The Control Group alters the allegedly misleading packaging to measure the extent to which respondents will nevertheless answer that Optimum batteries provide both extra life and extra power for the same device even when the packaging has been altered to fairly communicate that the batteries offer either extra life or extra power. This allows me to appropriately discount the Test Group's gross confusion rate by deducting this "noise" or "false positive" or placebo rate and arriving at a "net" rate of consumer confusion that can be reliably attributed to the alleged misrepresentations of the packaging.

Respondents in the Control Group took a survey identical to that as the respondents in the corresponding Test Group with the sole exception that Control Group respondents saw the altered version of the packaging in which the key language on the front of the package had been modified.

All images shown to the Control Group were presented in an identical format and manner as the corresponding images shown to the Test Group.

First, respondents were shown the front of the packaging and given the option to rotate it:





Next, the Control Group saw the same image of the back of the packaging shown to the Test Group.

The control advertising shown to the Control Group was ideal because nothing in the packaging changed other than the allegedly misleading reference to “Extra Life/Extra Power” on the front. Because there were no other differences in the packaging shown to the Control Group and the packaging shown to the Test Group, the difference in results between the two Groups must be attributed solely to the allegedly misleading aspects of the Test packaging.

This concluded the survey for all respondents.

The full questionnaire is included as Appendix B and the Screenshots of the survey are included in Appendix C.

SUMMARY OF KEY FINDINGS

This section details certain key survey findings. Other survey results are discussed further in the Detailed Findings section below.

The following table shows the net result to the key closed-ended survey question:

Net Confusion Result – Which of the following, if either, best summarizes what the package communicated?			
(N=200 per Group)	Test Group	Control Group	Net Result
The battery will provide both extra life <u>and</u> extra power for the device you use it in.	65.5% 131	40.5% 81	25.0%
The battery will provide either extra life <u>or</u> extra power for the device you use it in.	21.5% 43	53.0% 106	(31.5%)
Neither of the above	6.0% 12	2.5% 5	
Don't know/no opinion	7.0% 14	4.0% 8	

Based on this result, it is my opinion that the Optimum packaging is misleading to a substantial percentage of consumers.

See Detailed Findings section below for additional information on results. The full data will be provided in its original electronic form in Appendix D.

METHODOLOGY

THE RELEVANT UNIVERSE OF INTEREST

The universe for this survey consisted of U.S. consumers age 18 and older who have personally purchased AA or AAA batteries in the past three months, or are likely do so in the next three months.

The following screening questions were employed to ensure the final survey sample was comprised of respondents from the appropriate sample universe.

First, after initial demographic questions, all potential respondents were asked:

In the past 3 months, which of the following, if any, have you personally purchased?
(Select all that apply)

The following table displays the list of randomized options from which respondents could select as many as applied to them, and the proportion of final respondents who selected each:

Purchased in Past 3 Months		
N=400	N	%
Batteries	334	83.5%
Razor cartridges	168	42.0%
Light bulbs	233	58.3%
Floss sticks	123	30.8%
None of these	35	8.8%

Respondents were shown a variety of options aside from “batteries” in order to mask the key topic of the survey.

Next, all respondents were asked:

In the next 3 months, which of the following, if any, are you likely to personally purchase?
(Select all that apply)

The following table displays the list of randomized options from which respondents could select as many as applied to them, and the proportion of final respondents who selected each:

Likely to Purchase in Next 3 Months		
N=400	N	%
Batteries	310	77.5%
Razor cartridges	177	44.3%
Light bulbs	212	53.0%
Floss sticks	130	32.5%
None of these	40	10.0%

Respondents who previously answered that they have purchased “batteries” in the past three months, were then asked:

In the past 3 months, which of the following sizes of batteries, if any, have you personally purchased?
(Select all that apply)

The following table displays the list of randomized options from which respondents could select as many as applied to them, and the proportion of final respondents who selected each:

Size of Batteries Purchased in Past 3 Months		
N=400	N	%
NET AA/ AAA	334	83.5%
AA	296	74.0%
AAA	263	65.8%
C	50	12.5%
D	65	16.3%
9-Volt	55	13.8%
None of these	0	0.0%
Has not purchased batteries/Not asked	66	16.5%

Respondents who had purchased “AA” or “AAA” size batteries in the past three months were considered part of the relevant sample universe and qualified to participate in the main survey.

Next, respondents who previously answered that they are likely to purchase “batteries” in the next three months, were asked:

In the next 3 months, which of the following sizes of batteries, if any, are you likely to personally purchase?
(Select all that apply)

The following table displays the list of randomized options from which respondents could select as many as applied to them, and the proportion of final respondents who selected each:

Size of Batteries Likely to Purchase in Next 3 Months		
N=400	N	%
NET AA/ AAA	299	74.8%
AA	270	67.5%
AAA	244	61.0%
C	60	15.0%
D	72	18.0%
9-Volt	66	16.5%
None of these	1	0.3%
Not likely to purchase batteries/Not asked	90	22.5%

Respondents who are likely to purchase “AA” or “AAA” size batteries in the next three months were also considered part of the relevant sample universe and qualified to participate in the main survey.

Upon completion of the main survey, all respondents were a final question for classification purposes:

Do you or does anyone in your household work for any of the following?
(Select all that apply)

The following table displays the list of randomized options from which respondents could select, and the proportion of final respondents who selected each:

Related Field		
N=400	N	%
A company that makes batteries	7	1.8%
An advertising or market research company	7	1.8%
None of these	386	96.5%

Excluding the negligible number of respondents who work in a related field would not impact the results of this study or my conclusions.

The actual wording of the screening questions used is shown in Appendix B.

SAMPLING PLAN

The sampling plan involved a random selection of consumers who are part of an online panel.

Online surveys are well-accepted in the field of survey research as a standard, reliable methodology. Indeed, online surveys are now the most common method of conducting market research among consumers. Businesses and other organizations routinely make decisions of importance based on the results of online survey research among consumers, and online surveys have been accepted in evidence in numerous U.S. District Court cases. I have personally designed and executed numerous internet surveys that have been accepted by courts.

The sample of panelists used in the survey was provided by Dynata, a leading supplier of online sample for surveys. I have worked with Dynata on many surveys and have found its procedures and panels to be highly reliable. Dynata has large and diverse panels consisting of millions of Americans and is highly regarded as a reputable source of respondents for online surveys within the field

of market research. Dynata utilizes appropriate industry procedures for ensuring the integrity and quality of its panels. Through the following techniques, Dynata employs specific process behavior, pattern analysis, statistics and algorithms to ensure top quality data:

- Digital Fingerprinting technology to ensure high quality participants. This includes checking for duplicate participants by evaluating variables, such as email address, matches across several demographic data, and device-related data.
- Double-Opt-In engaged panelists
- Third Party technologies to create non-bias decisions
- Country-specific and relevant incentive model
- Post-collection disqualifications including straightlining² with Product Manager consultation, verbatims, and speeders

Additionally, Dynata profiles its panelists and keeps up-to-date on standard demographics, such as age, gender, region and household demographics.

A sampling plan was carefully structured in order to represent the demographics of relevant customers – i.e., prospective consumers of AA and AAA batteries.

Invitations were sent to a random selection of U.S. panelists age 18 and older. The purpose of the survey was withheld from respondents. Without knowing the purpose of the survey, respondents needed to meet the screening criteria in order to qualify for the survey. In doing so, they confirmed that they are part of the Relevant Sample Universe.

² “Straightlining” in online surveys is defined as behavior exhibited by respondents when they repeatedly select the same response in a question series or grid.

Throughout the initial field, I continued to monitor the actual rate of qualification within each individual age and gender group. I then calibrated these individual incidence rates against U.S. Census data by age and gender and set revised age and gender quotas for the final sample size of 200 per Test and Control Group. The following table displays the final proportion of sample achieved by age and gender for each Group:

Final Number of Respondents by Age and Gender		
N=200 per Group	N	%
Male 18 - 34	23	11.5%
Male 35 - 54	39	19.5%
Male 55 and older	31	15.5%
Female 18 - 34	33	16.5%
Female 35 - 54	39	19.5%
Female 55 and older	35	17.5%

This methodology for producing a representative sample of the relevant category (here, prospective consumers of AA and AAA batteries) is standard and well-accepted.

Survey invitations were sent across the U.S. in geographic proportion to Census data. The following table displays the final proportion of sample achieved by region in each Group:

Final Number of Respondents by Region		
N=400	N	%
Southeast	86	21.5%
West	97	24.3%
Midwest	75	18.8%
Northeast	68	17.0%
South	74	18.5%

INTERVIEWING PROCEDURES

The online survey was programmed and hosted by Dynata, a company specializing in web survey programming and data collection and processing. My staff and I thoroughly tested the programmed survey prior to any potential respondents receiving the invitation to participate in the survey.

DATA PROCESSING

Data was collected by Dynata and made available to Hal Poret, LLC through an electronic portal on an ongoing basis. The data set showing respondents' answers to all questions will be provided in electronic form.

DOUBLE-BLIND INTERVIEWING

The study was administered under "double-blind" conditions. That is, not only were the respondents kept uninformed as to the purpose and sponsorship of the study, but the services involved in providing the sample and administering the online interviews (Dynata) were similarly "blind" with respect to the study's purpose and sponsorship.

INTERVIEWING PERIOD

Interviewing was conducted from October 2, 2019 through October 11, 2019.

QUALITY CONTROL

Several measures were implemented to ensure a high level of quality control and validation with respect to respondents taking the survey.

Upon initially entering the survey, all respondents were required to pass a test to verify that each respondent is a live person. The test employed in this survey is a CAPTCHA³ program that generates a task that humans can pass but current computer programs cannot. CAPTCHA is a well-known and widely-used tool in online survey research.

Upon successfully passing the CAPTCHA test, respondents were then asked to enter their year of birth and then their gender. This information was checked against the sample provider's (Dynata's) demographics on record for each respondent and any respondent providing an incorrect or inconsistent birth year and/or gender was unable to continue to the main survey.

Additionally, respondents were then asked to select their age range.

Respondents who selected an age range inconsistent with their year of birth were unable to continue with the survey.

These combined steps ensured that the survey was being taken by an actual live person and that each person was paying a certain level of attention to the survey questions and taking a certain level of care in entering responses.

All respondents were also asked to select any web browsers or search engines they have used in the past three months. Respondents could select as many as applied to them from a list of ten options, including, "other," "not sure" and one

³ CAPTCHA is an acronym for "Completely Automated Public Turing test to tell computers and Humans Apart."

fictional name: Hagelin. Respondents who selected “Hagelin” were unable to continue. Additionally, respondents who answered that they have used all seven of the actual web browsers and search engines included on the response list, were identified as “yea-sayers” and unable to continue with the survey.⁴

The following question was also asked and permitted additional screening out of respondents who were paying insufficient attention or clicking responses indiscriminately:

For quality assurance, please type the word "survey" in the blank next to the "Other" box below and then click to continue.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
- Other _____

Respondents who selected “other” and typed a response in the blank continued with the survey. A review was conducted of all open-ended answers, including responses to this question and respondents who failed to follow instructions for this question, or gave other non-responsive or nonsense answers to open-ended questions were removed from the final data.

Respondents were then also asked to carefully read these instructions:

⁴ “Yea-sayers” in surveys are typically defined as respondents who answer affirmatively to questions, regardless of their belief.

- * Please take the survey in one session without interruption.
- * Please keep your browser maximized for the entire survey.
- * While taking the survey, please do not consult any other websites or other electronic or written materials.
- * Please answer all questions on your own without consulting any other person.
- * If you normally wear eye glasses or contact lenses when viewing a device screen, please wear them for the survey.

Two options were provided in response to these instructions: 1) I understand and agree to the above instructions, and 2) I do not understand or do not agree to the above instructions. Only respondents who understood and agreed to the instructions then continued to the main section of the survey.

Due to the need to show the images of the package in a size that is representative of a consumer's viewing of a physical package, the survey program was set up in such a way as to restrict respondents from taking the survey via mobile phones. This contributed to ensuring respondents could easily and clearly view the images displayed in the survey and read the packaging comparably to a consumer encountering the package in a store.

DETAILED FINDINGS

I carefully reviewed each respondent's full set of open-ended answers to determine how many respondents gave answers indicating confusion or potential confusion regarding the Extra Life/Extra Power claim. Respondents who made some reference to Extra Life and/or Extra Power were classified in one of the following categories:

Both Extra Life and Extra Power – respondents were classified in this category if they answered that the batteries provide both extra life (or are longer-lasting) and extra power (or are more powerful).⁵ Such responses indicate confusion.

Extra Life/Extra Power (ambiguous) – respondents were classified in this category if they gave an answer mentioning extra life/longer-lasting and also gave an answer mentioning extra power/more powerful, but did not make clear whether they believe that both apply to the same device.⁶ Such respondents are potentially confused because their answers may indicate that they believe the batteries provide both extra power and extra life to the same device.

Extra Life/Longer Lasting – respondents were classified in this category if they gave an answer mentioning that the batteries provide extra life or that they are longer-lasting (or longest) and did not mention extra power/more powerful.⁷

⁵ In all categories, only answers that referred to batteries being longer lasting (or longest) or more powerful were counted. Answers that merely indicated that the batteries are long-lasting or powerful were not counted in these categories. Respondents who were coded as falling into this category are labelled with a "B" in the Code column of Appendix D.

⁶ Respondents who were coded as falling into this category are labelled with an "X" in the Code column of Appendix D.

⁷ Responses were not counted in this category if they mentioned Extra life/longer-lasting but clarified that this only applies to some devices or that the batteries "may" or

Such respondents are potentially confused because their answers may indicate that they believe the batteries provide extra life to all devices.

Extra Power/More Powerful – respondents were classified in this category if they gave an answer mentioning that the batteries provide extra power or that they are more or most powerful and did not mention extra life/longer-lasting.⁸ Such respondents are potentially confused because their answers may indicate that they believe the batteries provide extra power to all devices.

Either Extra Life or Extra Power – respondents were classified in this category if they answered that the batteries either provide extra life (in some devices) or extra power (in other devices).⁹ Such responses indicate an accurate understanding.

Miscellaneous – respondents who did not fall into any of the above categories were classified in this category.¹⁰ This includes respondents who answered that the batteries are long-lasting (rather than longer) or are powerful (rather than more powerful).

The following table shows the percentage of respondents who were coded as falling into each category:

“might” provide extra life. Respondents who were coded as falling into this category are labelled with an “L” in the Code column of Appendix D.

⁸ Responses were not counted in this category if they mentioned Extra power/more powerful but clarified that this only applies to some devices or that the batteries “may” or “might” provide extra power. Respondents who were coded as falling into this category are labelled with a “P” in the Code column of Appendix D.

⁹ Respondents who were coded as falling into this category are labelled with an “E” in the Code column of Appendix D.

¹⁰ Respondents who were coded as falling into this category have no code shown in the Code column of Appendix D.

<u>OPEN-ENDED CLASSIFICATIONS</u>	<u>TEST %</u>	<u>CONTROL %</u>
Both Extra Life and Extra Power	11%	5.5%
Extra Life/Extra Power (ambiguous)	11%	4%
Extra Life/Longer Lasting	30.5%	19.5%
Extra Power/More Powerful	2.5%	2%
Either Extra Life or Extra Power	2.5%	36%
Miscellaneous	42.5%	33%

As this table shows, 11% of Test Group respondents explicitly indicated that the product provides both extra life and extra power, whereas only 2.5% indicated that the product provides either extra life or extra power. The Control Group result went strongly in the opposite direction, with 36% of Control Group respondents indicating that the batteries provide either extra life or extra power, and only 5.5% indicating that the batteries provide both extra life and extra power.

In total, 55% of Test Group respondents gave open-ended answers that potentially indicate confusion (the top 4 categories). In the Control Group, 31% of respondents gave open-ended answers that potentially indicate confusion (the top 4 categories), for a net of 24%.

Given that many of the open-ended answers contain are at least potentially ambiguous, it is necessary to consult the results of the closed-ended question, which was designed to clarify ambiguities.

The following table displays the results for the Test Group when asked in a closed-ended question which, if either, best summarizes what the package communicated:

Test Group - Q260: Which of the following, if either, best summarizes what the package communicated? <i>Please select <u>one</u> response.</i>		
N=200	N	%
The battery will provide both extra life <u>and</u> extra power for the device you use it in.	131	65.5%
The battery will provide either extra life <u>or</u> extra power for the device you use it in.	43	21.5%
Neither of the above	12	6.0%
Don't know/no opinion	14	7.0%

As this table shows, 65.5% of Test Group respondents understood the packaging to communicate that the battery will provide extra life and extra power for the device you use it in. In contrast, only 21.5% understood the packaging communicate that the batteries will provide either extra life or extra power. Accordingly, roughly three times as many Test Group respondents had an inaccurate understanding of the package as had an accurate understanding.

The following table displays results for the Control Group when asked which, if either, best summarizes what the package communicated:

Control Group - Q260: Which of the following, if either, best summarizes what the package communicated? <i>Please select <u>one</u> response.</i>		
N=200	N	%
The battery will provide both extra life <u>and</u> extra power for the device you use it in.	81	40.5%
The battery will provide either extra life <u>or</u> extra power for the device you use it in.	106	53.0%
Neither of the above	5	2.5%
Don't know/no opinion	8	4.0%

The following table compares the Test and Control Group results:

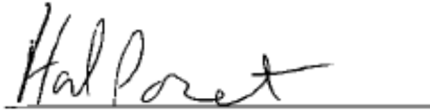
Net Confusion Result – Which of the following, if either, best summarizes what the package communicated?			
(N=200 per Group)	Test Group	Control Group	Net Result
The battery will provide both extra life <u>and</u> extra power for the device you use it in.	65.5% 131	40.5% 81	25.0%
The battery will provide either extra life <u>or</u> extra power for the device you use it in.	21.5% 43	53.0% 106	(31.5%)
Neither of the above	6.0% 12	2.5% 5	
Don't know/no opinion	7.0% 14	4.0% 8	

As this table shows, the Test Group rate of answering that the batteries provide both extra life and extra power to the device it is used in (65.5%) exceeds the Control Group result of 40.5% by a net of 25.0%. This net confusion rate of 25.0% is consistent with the 24.0% net rate seen in the open-ended questions, and indicates that the package is substantially misleading.

It is also worth noting that the Control Group rate of correctly answering that the battery will provide either extra life or extra power (53.0%) exceeds the corresponding Test Group result (21.5%) by a large net margin of 31.5%. This further validates that the actual package shown to the Test Group is substantially misleading.

CONCLUSIONS

Based on the survey results, it is my opinion that the Duracell Optimum packaging is misleading to a substantial percentage of consumers.

A handwritten signature in black ink, reading "Hal Poret", is written over a horizontal line.

Hal Poret

Dated: October 14, 2019

APPENDIX A

CURRICULUM VITAE OF STUDY'S AUTHOR

Hal L. Poret (hal.inc42@gmail.com; 914-772-5087)

Education

- 1998 Harvard Law School, J.D., *cum laude*
- Editor/Writer – Harvard Law Record
 - Research Assistant to Professor Martha Minow
- 1995 S.U.N.Y. Albany, M.A. in Mathematics, *summa cum laude*
- Statistics
 - Taught calculus/precalculus/statistics
- 1993 Union College, B.S. in Mathematics with honors, *magna cum laude*
- Phi Beta Kappa
 - Resch Award for Achievement in Mathematical Research

Employment

- 2016 - President, Hal Poret LLC
- Design, supervise, and analyze consumer surveys, including Trademark, Trade Dress, Advertising Perception, Consumer Deception, Claims Substantiation studies, Damages, and Corporate Market Research Surveys
 - Consulting regarding survey design and review of other surveys
 - Provided expert testimony at deposition and/or trial regarding survey research in over 100 U.S. District Court litigations and proceedings in front of TTAB, NAD, FTC and FCC.
- 2004 - 2015 Senior Vice President, ORC International
- Designed, supervised, and analyzed consumer surveys in legal and corporate market research areas, and provided expert testimony regarding survey research in legal cases.
- 2003 - 2004 Internet Sports Advantage
- Developed and marketed proprietary internet sports product, and licensed trademark and intellectual property rights.
- 1998 - 2003 Attorney, Foley Hoag & Eliot, Boston, MA
- Represented corporations and individuals in trademark, trade dress, advertising, product, and related legal disputes.
 - Worked with survey experts in developing and using surveys as evidence in trademark, trade dress and advertising disputes.

Testimony at Trial or by Deposition Past 4 Years

(Party who retained me shown in bold)

2019	Yahoo v. Mozilla (Deposition)	Superior Court Santa Clara County, CA
2019	Scott Fetzer v. John Henry, III (Deposition)	Court of Common Pleas, Cuyahoga County, OH
2019	Illinois Tool Works v. Poly-America (Deposition and trial)	USDC Northern District of TX
2019	Adidas v. Forever 21 (Deposition)	USDC District of Oregon
2019	TRP v. Simalasan (Deposition)	USDC District of NV
2019	Ironhawk Technologies v. Dropbox Inc. (Deposition)	USDC Central District of CA
2019	Universal Standard v. Target Corporation (Deposition)	USDC Southern District of NY
2019	Diageo v. Deutsch (Deposition)	USDC Southern District of NY
2019	FCA v. Mahindra (Deposition and ITC trial)	ITC and USDC Eastern District of MI
2019	DealDash v. ContextLogic (Deposition)	USDC Northern District of CA
2019	Sprint v. AT&T Mobility (Deposition and trial)	USDC Southern District of NY
2019	Merck & Co v. Merck KGaA (Deposition)	USDC District of NJ
2019	Arbor Pharmaceuticals v. ANI Pharmaceuticals (Deposition)	USDC District of Minnesota

2019	American Cruise Lines v. American Queen Steamboat Company (Deposition and trial)	USDC District of DE
2018	MZ Wallace v. Oliver Thomas (Deposition and trial)	USDC Southern District of NY
2018	VonRosenberg v. Lawrence (Deposition)	USDC District of SC
2018	Wing Enterprises v. Tricam Industries, Inc. (Deposition)	USDC District of MN
2018	Kjaer Weis v. Kimsaprincess, Inc. (Deposition)	USDC Central District of CA
2018	In re: NCAA Grant-in-Aid Cap Litigation (Deposition; Trial)	USDC Northern District of CA
2018	Under Armour v. Battle (Deposition)	USDC District of Maryland
2018	Federal Trade Commission v. D-Link Systems (Deposition)	USDC Northern District of CA
2018	Ezaki Glico v. Lotte International (Deposition)	USDC District of NJ
2018	Car Freshener Corporation v. American Covers/Energizer Holdings (Deposition)	USDC Northern District of NY
2018	Combe v. Dr. August Wolff (Deposition and trial)	USDC Eastern District of VA
2018	In Re GM Ignition Switch Litigation (Deposition)	USDC Southern District of NY
2018	Zetor v. Ridgeway (Trial Testimony Deposition)	USDC Western District of AR
2018	Superior Consulting v. Shaklee (Deposition; Hearing; Trial)	USDC Middle District of FL
2018	Monster Energy Company v. Integrated Supply Network	

	(Deposition)	USDC Central District of CA
2018	Sandoz v. GlaxoSmithkline (Deposition)	USPTO Opposition
2018	Variety Stores v. Walmart Stores, Inc. (Trial)	USDC Eastern District of NC
2018	JB-Weld v. Gorilla Glue Company (Deposition)	USDC Northern District of GA
2018	Bratton v. The Hershey Company (Deposition)	USDC Western District of MO
2018	Leadership Studies v. Blanchard Training & Development (Deposition)	USDC Southern District of CA
2017	Gulfstream Aerospace v. Gulfstream Unsinkable Boats (Deposition)	USPTO Opposition/Cancellation
2017	Mercado Latino v. Indio (Deposition)	USDC Central District of CA
2017	Delalat v. Nutiva (Deposition)	USDC Northern District of CA
2017	Dashaw v. New Balance (Deposition)	USDC Southern District of CA
2017	Bearing Tech v. O'Reilly Automotive (Deposition)	USDC Western District of MO
2017	Soundview v. Facebook (Deposition)	USDC District of Delaware
2017	Rovi v. Comcast (Deposition)	USDC Southern District of NY
2017	Puma v. Black & Decker (Trial)	New Mexico Circuit Court
2017	Select Comfort v. Personal Comfort (Trial and Deposition)	USDC District of Minn

2017	Alzheimer's Foundation of America v. Alzheimer's Association (Deposition and trial)	USDC Southern District of NY
2017	Banc of California v. Farmers & Merchants Bank (Deposition)	USDC Central District of CA
2017	PolyGroup v. Willis Electric (Deposition)	Patent Trial and Appeal Board
2017	Mullins v. Premier Nutrition (Depositions in Class Cert and Merits phases)	USDC Northern District of CA
2017	Lion's Gate v. TD Ameritrade (Deposition)	USDC Central District of CA
2017	Deere & Company v. Fimco dba Schaben (Deposition and trial)	USDC Western District of KY
2017	Adidas & Reebok v. TRB (Deposition)	USDC District of Oregon
2017	Church & Dwight v. SPD (Deposition/trial in liability phase; deposition/trial in damages phase)	USDC Southern District of NY
2017	In re: Coca Cola Marketing and Sales Practices Litigation (No. II) (Deposition)	USDC Northern District of CA
2017	Ducks Unlimited v. Boondux LLC and Caleb Sutton (Deposition and Trial)	USDC Western District of TN
2017	Globefill v. Element Spirits (Deposition and Trial)	USDC Central District of CA
2017	Brickman v. Fitbit (Deposition)	USDC Northern District of CA
2017	Network-1 Technologies v. Alcatel-Lucent et al. (Deposition)	USDC Eastern District of TX
2017	Health Partner Plans v. Reading Health Partners (Deposition and Injunction hearing)	USDC Eastern District of PA

2017	In Re Biogen '755 Patent Litigation (Deposition)	USDC District of NJ
2017	Cava Mezze v. Mezze Mediterranean Grill (Trial)	USDC District of MD
2017	Mastrandrea v. Vizio (Deposition)	USDC Central District of CA
2017	Adidas v. Skechers (Deposition and Injunction hearing)	USDC District of OR
2016	Triumph International, Inc. v. Gourmetgiftbaskets.com, Inc. (Deposition)	USDC Central District of CA
2016	Phelan Holdings v. Rare Hospitality Management (Deposition)	USDC Middle District of FL
2016	Intellectual Ventures II v. AT&T Mobility (Deposition)	USDC District of DE
2016	One World Foods v. Stubbs Austin Restaurant Company (Deposition)	USDC Western District of TX
2016	Booking.com B.V. v. Michelle Lee (Deposition)	USDC Eastern District of VA
2016	Universal Church v. Univ. Life Church (Deposition)	USDC Southern District of NY
2016	U. of Houston v. Houston Col. of Law (Deposition)	USDC Southern District of TX
2016	Navajo Nation v. Urban Outfitters (Daubert Hearing)	USDC District of NM
2016	Beaulieu v. Mohawk Carpet Dist. (Deposition)	USDC Northern District of GA
2016	Efficient Frontiers v. Reserve Media (Deposition)	USDC Central District of CA
2016	McAirlaids v. Medline Industries	

	(Deposition)	USDC Eastern District of VA
2016	Under Armour v. Ass Armor (Deposition)	USDC Southern District of FL
2016	C5 & CoorsTek v. CeramTec (Deposition and trial)	USDC District of Colorado
2016	BBC v. Stander (Deposition)	USDC Central District of CA
2016	Caterpillar v. Tigercat (Deposition)	USPTO Opposition
2016	Premier v. Dish Network (Deposition)	USPTO Opposition
2016	Omaha Steaks v. Greater Omaha (Rebuttal Testimony)	USPTO Opposition
2016	EMC v. Pure Storage (Deposition)	USDC District of MA
2016	Top Tobacco v. North Atlantic (Deposition)	USPTO Opposition
2016	Ascension Health v. Ascension Ins. (Deposition)	USDC Eastern District of MO
2016	Quoc Viet v. VV Foods (Deposition and trial)	USDC Central District of CA
2016	Joules v. Macy's Merchandising Group (Deposition and trial)	USDC Southern District of NY
2015	MMG v. Heimerl & Lammers (Deposition and trial)	USDC District of MN
2015	PRL USA v. Rolex (Deposition)	USDC Southern District of NY
2015	Bison Designs v. Lejon (Deposition)	USDC District of CO

2015	Barrera v. Pharmavite (Deposition)	USDC Central District of CA
2015	Flowers v. Bimbo Bakeries (Deposition)	USDC Middle District of GA
2015	Razor USA v. Vizio (Deposition)	USDC Central District of CA
2015	Allen v. Simalasan (Deposition)	USDC Southern District of CA
2015	BMG Rights Mgmt. v. Cox Enterprises (Deposition and trial)	USDC Eastern District of VA
2015	Verisign v. XYZ.COM LLC (Deposition)	USDC Eastern District of VA
2015	Farmer Boys v. Farm Burger (Deposition)	USDC Central District of CA
2015	Ono v. Head Racquet Sports (Deposition)	USDC Central District of CA
2015	Select Comfort v. Tempur Sealy (Deposition)	USDC District of Minn
2015	ExxonMobil v. FX Networks (Deposition)	USDC Southern District of TX
2015	Delta v. Network Associates (Deposition)	USDC Middle District of FL
2015	Brady v. Grendene (Deposition)	USDC Central District of CA
2015	Zippo v. LOEC (Deposition)	USDC Central District of CA
2015	Maier v. ASOS (Deposition)	USDC District of Maryland

2015 **Converse** In re: Certain Footwear
(Deposition and trial)

International Trade Commission

Presentations

Surveys in the Brave New World: Designing and Using Survey Evidence in the Age of Online Shopping, Influencers and Hashtags
(INTA Annual Meeting, May 21, 2019)

Consumer Perception Surveys - A Primer from Survey Experts and NAD
(ASRC Conference, Dec 7, 2018)

What's New in Advertising Law, Claim Support and Self-Regulation?
(ABA Seminar, November 17, 2015)

How Reliable is Your Online Survey
(2015 ASRC Annual Conference, September 29, 2015)

What Do Consumers Think? Using Online Surveys to Demonstrate Implied Claims
(ANA Advertising Law and Public Policy Conference, April 1, 2015)

Cutting Edge Developments in Trademark Surveys (Rocky Mountain Intellectual Property & Technology Institute, May 30, 2013)

Using Survey Experts in Trademark Litigation (DRI Intellectual Property Seminar, May 9, 2013)

Surveys in Trademark and Advertising Litigation (2013 National CLE Conference, Snowmass Colorado, January 2013)

Internet Survey Issues (PLI Hot Topics in Advertising Law Conference, March 2012)

Measuring Consumer Confusion Through Online Surveys (2011 Midwest IP Institute) (September, 2011)

Online Surveys as Evidence in Trademark Disputes (International Trademark Association Annual Conference, May 2011)

Managing Intellectual Property Trademark Roundtable (April 7, 2010)

Recent Trends in Trademark Surveys (Virginia State Bar Intellectual Property Conference, October 2009)

Trademark Surveys in US Litigation (presentation for International Trademark Association Annual Conference) (May 2009)

How to Conduct Surveys for use in Trademark Disputes (Practicing Law Institute Advanced Trademark Law Conference) (May 2009)

Trademark and Advertising Perception Studies for Legal Disputes (Opinion Research Corporation Seminar, June 2008)

Understanding Advertising Perception Surveys (Promotions Marketing Association Annual Law Conference) (November 2007)

Designing and Implementing Studies to Substantiate Advertising Claims (American Conference Institute Claims Substantiation Conference, October 2007)

Surveys in Trademark and False Advertising Disputes (InfoUSA Webinar, June 2007)

Measuring Consumer Perception in False Advertising and Trademark Cases, (multiple presentations) (2007)

Potential Errors to Avoid In Designing a Trademark Dilution Survey (American Intellectual Property Association paper, April 2007)

Consumer Surveys in Trademark and Advertising Cases (presentation at Promotions Marketing Association Annual Law Conference) (December 2006)

Use of Survey Research and Expert Testimony in Trademark Litigation, (International Trademark Association Annual Conference, May 2006)

Survey Research as Evidence in Trademark/Trade Dress Disputes (multiple presentations) (2006)

Using Surveys to Measure Secondary Meaning of Trade Dress, Legal Education Seminar, Boston, April 2006

Publications/Papers

Cutting Edge Developments in Trademark Surveys (Rocky Mountain Intellectual Property & Technology Institute, May 2013)

Hot Topics and Recent Developments in Trademark Surveys (paper for May 2013 DRI Intellectual Property Conference)

Surveys in Trademark and Advertising Litigation (2013 National CLE Conference, Snowmass Colorado, January 2013)

Trademark Litigation Online Consumer Surveys (Practical Law Company Intellectual Property and Technology, May 2012)

Hot Topics in Advertising Law 2012 (Contributor to Practising Law Institute publication)

A Comparative Empirical Analysis of Online Versus Mail and Phone Methodologies for Trademark Surveys, 100 TMR 756 (May-June 2010)

Recent Trends in Trademark Surveys (paper for Virginia State Bar Intellectual Property conference, October 2009)

Trademark Dilution Revision Act breathes new life into dilution surveys (In Brief PLI website, June 2009)

The Mark (Survey Newsletter; three editions 2009)

Hot Topics in Trademark Surveys (paper for Practising Law Institute Advanced Trademark Law Conference) (May 2009)

The Mark (Survey Newsletter, 2008)

Trademark and Advertising Survey Report (Summer 2007)

Avoiding Pitfalls in Dilution Surveys under TDRA (AIPLA Spring Conference, Boston, May 2007)

Commentary

Comment on Hotels.com case (on TTABLOG.COM, July 24, 2009)

Comment on Nextel v. Motorola (on TTABLOG.COM, June 19, 2009)

PLI All-Star Briefing Newsletter, "What does the Trademark Dilution Revision Act mean for the future of Dilution Surveys?" (June 2009)

Professional Memberships/Affiliations

American Association of Public Opinion Research

International Trademark Association

National Advertising Division of Council of Better Business Bureaus

APPENDIX B

QUESTIONNAIRE

SCREENER

BASE: ALL RESPONDENTS

Q99 Insert Captcha [HIDE YOU ARE HUMAN SCREEN]

BASE: ALL RESPONDENTS

Q100. Please select your year of birth. [PROGRAMMER: DROP DOWN MENU. TERMINATE IF DOES NOT MATCH PANELIST'S PRELOAD.]

ASK IF: HAS NOT TERMINATED

Q105 Are you... [CHECK AGAINST PANEL VARIABLE AND TERMINATE IF IT DOES NOT MATCH]

1. Male [PROGRAMMER: FOR PANEL VARIABLE PLEASE ASSIGN VALUE OF "1" FOR MALE]
2. Female [PROGRAMMER: FOR PANEL VARIABLE PLEASE ASSIGN VALUE OF "2" FOR FEMALE]

ASK IF: HAS NOT TERMINATED

Q107 Which of these age ranges includes your age?
[TERMINATE IF UNDER 18 OR AGE RANGE NOT POSSIBLE BASED ON YEAR OF BIRTH ENTERED IN Q100. NOTE:]

1. Under 18 [TERMINATE]
2. 18-34
3. 35-54
4. 55 or older

BASE: ANY NON-TERMINATES

Q109 Which of the following web browsers or search engines, if any, have you used in the past 3 months?

Please select all that apply.

[RANDOMIZE]

1. Google Chrome
2. Internet Explorer
3. Microsoft Edge
4. Bing
5. Yahoo
6. Firefox
7. Opera
8. Hagelin [TERMINATE]
9. Other [ANCHOR]
10. Not sure [ANCHOR; EXCLUSIVE]

[Terminate if selects 109-8 or if selects all of 109-1 through 7]

ASK IF: HAS NOT TERMINATED

Q110 In what state do you live?

[PROGRAMMER: Drop down menu of states plus D.C. Include an option for "Other" and terminate if it is selected.]

ASK IF: HAS NOT TERMINATED

Q120 In the past 3 months, which of the following, if any, have you personally purchased?

(Select all that apply)

[RANDOMIZE]

1. Batteries
2. Razor cartridges
3. Light bulbs
4. Floss sticks
5. None of these [ANCHOR; EXCLUSIVE]

ASK IF: HAS NOT TERMINATED

Q130 In the next 3 months, which of the following, if any, are you likely to personally purchase?

(Select all that apply)

[SHOW SAME CHOICES IN SAME ORDER AS 120]

**[MUST SELECT OPTION 1 IN 120 AND/OR 130 TO CONTINUE;
OTHERWISE, TERMINATE.]**

ASK IF: 120=1

Q140 In the past 3 months, which of the following sizes of batteries, if any, have you personally purchased?

(Select all that apply)

[RANDOMIZE WHETHER SHOWN: 1-5 OR 3-4-5-1-2]

1. AA
2. AAA
3. C
4. D
5. 9-Volt
6. None of these [ANCHOR; EXCLUSIVE]

ASK IF: 130=1

Q150 In the next 3 months, which of the following sizes of batteries, if any, are you likely to personally purchase?

(Select all that apply)

[SHOW SAME RESPONSE OPTIONS IN SAME ORDER AS 130]

**[MUST SELECT OPTION 1 OR 2 (AA OR AAA) IN 140 AND/OR 150 TO
CONTINUE; OTHERWISE, TERMINATE.]**

ASK IF: HAS NOT TERMINATED

Q160 For quality assurance, please type the word "survey" in the blank next to the "Other" box below and then click to continue.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. Other _____ [DO NOT FORCE TEXT BOX]

[TERMINATE IF SELECTED 160/1-5 OR DOES NOT TYPE IN AN ANSWER.]

ASK IF: HAS NOT TERMINATED

Q170 You have qualified to take this survey. Before continuing, please carefully read these instructions:

- * Please take the survey in one session without interruption.
- * Please keep your browser maximized for the entire survey.
- * While taking the survey, please do not consult any other websites or other electronic or written materials.
- * Please answer all questions on your own without consulting any other person.
- * If you normally wear eye glasses or contact lenses when viewing a device screen, please wear them for the survey.

1. I understand and agree to the above instructions
2. I do not understand or do not agree to the above instructions [TERMINATE]

[ONLY QUALIFIED RESPONDENTS BEYOND THIS POINT. EACH RESPONDENT SHOULD BE ASSIGNED TO ONE CELL. RANDOMIZE CELL ASSIGNMENT BUT PRIORITIZE BASED ON NEED TO MEET AGE/GENDER QUOTAS.]

[PROGRAMMING NOTE: DISPLAY ANY TEXT WITH ITS OWN QUESTION NUMBER ON A SCREEN BY ITSELF]

MAIN SURVEY

ASK: ALL

200. On the next screens you will be shown the front and back of a package of batteries. You may click on any image if you would like to rotate it. Please take your time to review the package as you would if you were considering purchasing the batteries.

After you have had a chance to view the package you will be asked some questions about the batteries.

BASE: ALL

- Q205 Please review this package as you would if you were considering purchasing the batteries.

[DISPLAY IMAGE 1001A FOR CELL 1 OR IMAGE 2001A FOR CELL 2. IF RESPONDENT CLICKS IMAGE, REPLACE IMAGE WITH IMAGE 1001B FOR CELL 1 OR 2001B FOR CELL 2. AFTER 5 SECONDS, ENABLE CONTINUE BUTTON AND SHOW THE FOLLOWING INSTRUCTION AND OPTIONS:]

Before continuing with the survey, please indicate whether or not you have viewed the package clearly.

1. I viewed the package clearly
2. I am unable to view the package clearly [TERMINATE; DO NOT COUNT AS COMPLETE]

BASE: ALL

Q210 Now please review the back of the package as you would if you were considering purchasing the batteries.

[DISPLAY IMAGE 1002A FOR CELL 1 OR IMAGE 2002A FOR CELL 2. IF RESPONDENT CLICKS IMAGE, REPLACE IMAGE WITH IMAGE 1002B FOR CELL 1 OR 2002B FOR CELL 2. AFTER 5 SECONDS, ENABLE CONTINUE BUTTON AND SHOW THE FOLLOWING INSTRUCTION AND OPTIONS:]

Before continuing with the survey, please indicate whether or not you have viewed the package clearly.

1. I viewed the package clearly
2. I am unable to view the package clearly [TERMINATE; DO NOT COUNT AS COMPLETE]

BASE: ALL

Q220 On the next screens you will be asked some questions about the batteries you just reviewed, shown again below.

[DISPLAY IMAGE 1001A FOR CELL 1 OR IMAGE 2001A FOR CELL 2]

If for any question you are asked, you do not know or have no opinion, please indicate so. Please do not guess.

[AFTER 5 SECONDS, ENABLE CONTINUE BUTTON]

ASK ALL

Q230 What was the main message or messages that the package communicated to you about the batteries?

Please be as specific and detailed as possible.

[LARGE TEXT BOX. FORCE RESPONSE.]

ASK ALL

Q240 What else, if anything, did the package communicate to you about the batteries?

Please be as specific and detailed as possible.

[LARGE TEXT BOX. FORCE RESPONSE.]

ASK ALL

Q250 Assume you use the batteries you were shown in a particular device.

Based on the package, what advantage or advantages, if any, would the batteries provide for the device?

Please be as specific and detailed as possible.

[LARGE TEXT BOX. FORCE RESPONSE.]

ASK IF: ALL

Q260 Which of the following, if either, best summarizes what the package communicated?

Please select one response.

[ROTATE ORDER OF 1-2]

1. The battery will provide both extra life and extra power for the device you use it in.
2. The battery will provide either extra life or extra power for the device you use it in.
3. Neither of the above **[ANCHOR]**
4. Don't know/no opinion **[ANCHOR]**

POST SURVEY CLASSIFICATION QUESTION
--

ASK: ALL

Q300 Just one more brief question.

Do you or does anyone in your household work for any of the following?

(Select all that apply)

[RANDOMIZE]

1. A company that makes batteries
2. An advertising or market research company
3. None of these [ANCHOR; EXCLUSIVE]

APPENDIX C

SCREENSHOTS OF SURVEY


Appendix C: Screenshots

SCREENER

Q99

0%

☐ I'm not a robot


reCAPTCHA
[Privacy](#) · [Terms](#)

Continue >

Q100

0%

Please select your year of birth.

Select one... ▾

Continue >

Q105

0%

Are you...

Please select one response

☐ Male

☐ Female

Continue >

Appendix C: Screenshots

Q107



A screenshot of a survey question Q107. At the top, a dark blue progress bar shows 5% completion. The question text is "Which of these age ranges includes your age?" followed by the instruction "Please select one response". There are four radio button options: "Under 18", "18 - 34", "35 - 54", and "55 or older". At the bottom is a light blue button labeled "Continue >".

Which of these age ranges includes your age?
Please select one response

☐ Under 18
☐ 18 - 34
☐ 35 - 54
☐ 55 or older

Continue >

Q109



A screenshot of a survey question Q109. At the top, a dark blue progress bar shows 13% completion. The question text is "Which of the following web browsers or search engines, if any, have you used in the past 3 months?" followed by the instruction "Please select all that apply.". There are ten checkbox options: "Microsoft Edge", "Hagelin", "Bing", "Internet Explorer", "Firefox", "Opera", "Google Chrome", "Yahoo", "Other", and "Not sure". At the bottom is a light blue button labeled "Continue >".

Which of the following web browsers or search engines, if any, have you used in the past 3 months?
Please select all that apply.

☐ Microsoft Edge
☐ Hagelin
☐ Bing
☐ Internet Explorer
☐ Firefox
☐ Opera
☐ Google Chrome
☐ Yahoo
☐ Other
☐ Not sure

Continue >

Appendix C: Screenshots

Q110

18%

In what state do you live?

Select one... ▾

Continue >

Q120

24%

In the past 3 months, which of the following, if any, have you personally purchased?

Select all that apply

☐ Light bulbs

☐ Floss sticks

☐ Razor cartridges

☐ Batteries

☐ None of these

Continue >

Q130

29%

In the next 3 months, which of the following, if any, are you likely to personally purchase?

Select all that apply

☐ Light bulbs

☐ Floss sticks

☐ Razor cartridges

☐ Batteries

☐ None of these

Continue >

Appendix C: Screenshots

Q140

34%

In the past 3 months, which of the following sizes of batteries, if any, have you personally purchased?

Select all that apply

☐ AA

☐ AAA

☐ C

☐ D

☐ 9-Volt

☐ None of these

Continue >

Q150

40%

In the next 3 months, which of the following sizes of batteries, if any, are you likely to personally purchase?

Select all that apply

☐ AA

☐ AAA

☐ C

☐ D

☐ 9-Volt

☐ None of these

Continue >

Appendix C: Screenshots

Q160

45%

For quality assurance, please type the word "survey" in the blank next to the "Other" box below and then click to continue.

Please select one response

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

☐ Other

Continue >

Q170

52%

You have qualified to take this survey. Before continuing, please carefully read these instructions:

- Please take the survey in one session without interruption.
- Please keep your browser maximized for the entire survey.
- While taking the survey, please do not consult any other websites or other electronic or written materials.
- Please answer all questions on your own without consulting any other person.
- If you normally wear eye glasses or contact lenses when viewing a device screen, please wear them for the survey.

Please select one response

☐ I understand and agree to the above instructions

☐ I do not understand or do not agree to the above instructions

Continue >

Appendix C: Screenshots

MAIN SURVEY

Q200

A horizontal progress bar with a blue fill and a white line indicating the current progress. The text "63%" is displayed at the right end of the bar.

On the next screens you will be shown the front and back of a package of batteries. You may click on any image if you would like to rotate it. Please take your time to review the package as you would if you were considering purchasing the batteries.

After you have had a chance to view the package you will be asked some questions about the batteries.

Continue >

Appendix C: Screenshots

Q205 CELL 1

68%

Please review this package as you would if you were considering purchasing the batteries.



Before continuing with the survey, please indicate whether or not you have viewed the package clearly.

Select one

- ☐ I viewed the package clearly
- ☐ I am unable to view the package clearly

Continue >

Appendix C: Screenshots



Q205 CELL 2

68%

Please review this package as you would if you were considering purchasing the batteries.



Before continuing with the survey, please indicate whether or not you have viewed the package clearly.

Select one

- ☐ I viewed the package clearly
- ☐ I am unable to view the package clearly

Continue >

Appendix C: Screenshots



Appendix C: Screenshots

Q210

68%

Now please review the back of the package as you would if you were considering purchasing the batteries.



Before continuing with the survey, please indicate whether or not you have viewed the package clearly.

Select one

- ☐ I viewed the package clearly
- ☐ I am unable to view the package clearly

Continue >

Appendix C: Screenshots



Appendix C: Screenshots

Q220 CELL 1

68%

On the next screens you will be asked some questions about the batteries you just reviewed, shown again below.



If for any question you are asked, you do not know or have no opinion, please indicate so. Please do not guess.

Continue >

Appendix C: Screenshots

Q220 CELL 2

68%

On the next screens you will be asked some questions about the batteries you just reviewed, shown again below.



If for any question you are asked, you do not know or have no opinion, please indicate so. Please do not guess.

Continue >

Appendix C: Screenshots

Q230

68%

What was the main message or messages that the package communicated to you about the batteries?

Please be as specific and detailed as possible.

Continue >

Q240

74%

What else, if anything, did the package communicate to you about the batteries?

Please be as specific and detailed as possible.

Continue >

Q250

79%

Assume you use the batteries you were shown in a particular device.

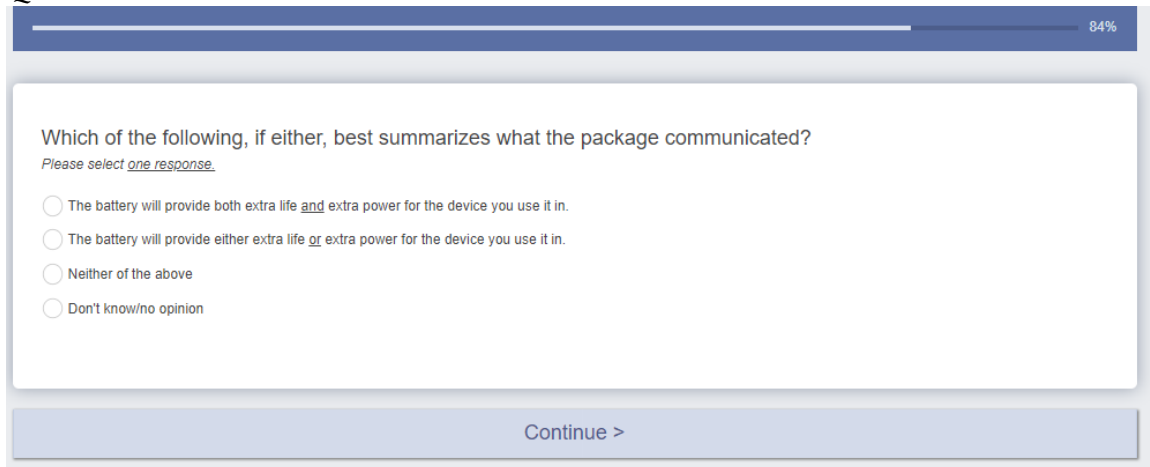
Based on the package, what advantage or advantages, if any, would the batteries provide for the device?

Please be as specific and detailed as possible.

Continue >

Appendix C: Screenshots

Q260



A screenshot of a survey question Q260. At the top, a blue progress bar shows 84% completion. The question asks which option best summarizes the package communicated. Below the question, there are four radio button options. At the bottom, there is a light blue button labeled 'Continue >'.

Which of the following, if either, best summarizes what the package communicated?
Please select one response.

- ☐ The battery will provide both extra life and extra power for the device you use it in.
- ☐ The battery will provide either extra life or extra power for the device you use it in.
- ☐ Neither of the above
- ☐ Don't know/no opinion

Continue >

POST SURVEY CLASSIFICATION QUESTION

Q300



A screenshot of a survey question Q300. At the top, a blue progress bar shows 89% completion. The question asks if anyone in the household works for any of the listed companies. Below the question, there are three checkbox options. At the bottom, there is a light blue button labeled 'Continue >'.

Just one more brief question.

Do you or does anyone in your household work for any of the following?
Select all that apply

- ☐ A company that makes batteries
- ☐ An advertising or market research company
- ☐ None of these

Continue >

APPENDIX D

SURVEY DATA FILE

record	uuid	status	pid	psid	pp	Q99	Q100	Q105	HAGE	Q107	progCheckQ107Term	Q109r1	Q109r2	Q109r3	Q109r4	Q109r5	Q109r6	Q109r7	Q109r8	Q109r9	Q109r10	Q110	Q120r1	Q120r2	Q120r3	Q120r4	Q120r5	Q130r1	Q130r2	Q130r3	Q130r4	Q130r5	Q140r1	Q140r2	Q140r3	Q140r4	Q140r5	Q140r6	Q150r1	Q150r2	Q150r3	Q150r4	Q150r5	Q150r6	Q160	Q160r6oe	Q170	hCell	Q205	Q210	Code	Q230	Q240	Q250	Q260	Q300r1	Q300r2	Q300r3	year	gender			
399	6b6y3n3ekj8qstb	3	1502395988	2RC6pcAb7kCbTV25toEwMw**	1	53	1	4	4			2	1	1	0	0	0	1	0	0	0	1	0	38	1	0	1	1	0	1	0	1	1	0	1	1	0	0	1	0	0	1	1	0	1	1	0	6	survey	1	1	1	1	E	that these are best quality Duracell with extra life or power	they are quality, there are 6	either longer life or more power	2	0	0	1	1952	1
401	pfqt6k5r50agv8y	3	1599526328	2RC6pcAb7kApGcbHRRlw**	1	51	2	4	4			2	1	0	1	1	1	0	0	0	0	0	44	1	0	0	0	0	1	0	1	0	1	0	0	0	0	1	0	0	1	0	0	0	6	survey	1	2	1	1	E	buy them	nothing they last long	last longer or have extra power	2	0	0	1	1950	2			
402	fwvbeylfrfm9n15h1	3	1645342883	2RC6pcAb7ziku-rAaYpXk**	1	60	2	4	4			2	1	1	1	1	0	1	0	0	0	0	37	1	1	1	0	0	1	1	1	0	0	0	1	1	0	0	0	1	1	0	0	0	6	survey	1	2	1	1	E	They may have extra power	They may have extra life	May have extra power or life	2	0	0	1	1959	2			
403	bbnrgjdym4tq2ba	3	1571327316	2RC6pcAb7zmhbWyz2a69zw**	1	55	1	4	4			2	1	0	0	0	0	1	0	0	0	0	19	1	0	1	0	0	1	0	1	0	0	1	0	0	0	0	0	0	0	0	6	Survey	1	2	1	1	E	Extra life for some, extra power for some.	Reseals	Extra power or longer life	2	0	0	1	1954	1					
404	cjw9sdfgr840sv74	3	1501691381	2RC6pcAb7zmNbq9m9r7YwA**	1	52	1	4	4			2	1	1	1	1	0	0	0	0	0	0	15	1	1	0	1	0	1	1	0	1	0	0	1	1	0	0	0	0	0	6	survey	1	2	1	1	L	longer lasting batteries	duracell	longer lasting	2	0	0	1	1951	1						
409	sz1zqww7h3ymryadh	3	1504896063	2RC6pcAb7zmDtrc3YMDqg**	1	49	1	4	4			2	1	1	1	1	0	0	0	0	0	0	35	1	1	0	0	0	0	0	0	1	0	0	0	1	1	0	0	0	0	0	6	survey	1	1	1	1	X	more power than anything else in their line	resealable package	longer lasting more power	2	0	0	1	1948	1					
411	3k3sk4yhzs437r	3	1504877258	2RC6pcAb7zk8RYqANG- f2A**	1	59	2	4	4			2	1	0	0	0	0	0	0	0	0	0	36	1	0	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0	0	6	survey	1	1	1	1	L	Extra life, resealable package	nothing	that they would last longer then others.	1	0	0	1	1958	2						
415	wu6rm7jay5mcap2j	3	1502758900	2RC6pcAb7zm9cYLn- f2v**	1	65	2	4	4			2	1	0	1	0	0	0	0	0	0	0	10	1	1	1	0	1	1	0	1	0	1	0	1	1	0	0	0	0	0	6	survey	1	1	1	1	B	extra life extra power is what it promises	the size of the batteries	i would expect extra power and that it would last longer than other brands	1	0	0	1	1964	2						
416	r8rye1qrbeyn9qhs	3	1542589971	2RC6pcAb7zmy-zb3K3r-NQ**	1	44	2	4	4			2	1	1	1	1	0	0	0	0	0	0	38	1	1	1	1	0	1	1	1	1	1	0	1	0	1	1	0	0	0	6	survey	1	1	1	1		What size they were and the brand and how many you would get and how easy it was to open the package	That is all I do recall	it would work very well in all devices that need the sz AA	4	0	0	1	1943	2						
417	0n80993rvyutdaq	3	1132079241	2RC6pcAb7zkecc5oS1-1**	1	52	2	4	4			2	1	0	0	0	0	0	0	0	0	39	1	0	0	0	0	1	0	0	0	0	0	0	1	1	0	1	0	0	0	0	6	Survey	1	2	1	1	L	the batteries last longer	nothing	last longer	2	0	0	1	1951	2					
419	8trnm6wzr43w5xg0	3	1503517869	2RC6pcAb7zEH68WwAF3A**	1	56	2	4	4			2	1	1	0	0	0	0	0	0	0	0	35	1	1	0	0	0	0	1	1	0	0	0	0	1	1	0	0	1	0	0	6	Survey	1	1	1	1		Long life and package of 6	Disposable	None	4	0	0	1	1955	2					
423	6nk831ejmtrkcnwn	3	1589583752	2RC6pcAb7zky0qZ56AJA**	1	70	1	3	3			2	0	1	0	0	0	1	0	0	0	0	36	1	0	1	0	0	1	0	1	0	1	0	0	0	1	0	0	0	0	1	0	1	0	6	survey	1	2	1	1	E	that the batteries will perform longer in certain devices or deliver more power to some devices in a resealable package	they optimize to your needs	they would adapt to the device they powered	2	0	0	1	1989	1		
429	bceqebzdfjpv6ffjg	3	1504866352	2RC6pcAb7zK80NH4BQ25uAg**	1	61	1	4	4			2	1	0	0	0	0	0	0	0	0	0	35	1	1	1	0	0	1	1	0	1	0	0	0	1	1	0	0	1	0	0	6	survey	1	1	1	1		better battery purchasing	quality	understanding of life	1	0	0	1	1960	1					
430	vju4t9p8gBjw12ra	3	1502068173	2RC6pcAb7zmcZ27VH-8XA**	1	48	1	4	4			2	1	1	0	1	0	0	0	0	0	0	47	1	1	1	0	0	1	0	1	0	1	0	0	1	1	0	0	1	0	0	6	survey	1	2	1	1	L	Longer life for Duracell AA & AAA batteries	Nothing	Longer life	2	0	0	1	1947	1					
431	qmbqsxeejfe0er1c	3	1504502636	2RC6pcAb7zmD0S45oTzAg**	1	60	2	4	4			2	0	0	0	0	0	0	0	0	0	0	1	28	0	0	0	0	1	1	0	0	0	1	0	0	1	1	0	0	1	1	0	6	survey	1	2	1	1	X	extra power/extra life	Duracell Optimum	extra life/extra power for some devices	2	0	0	1	1959	2				
433	ghr5v4s1571mkf20	3	1501955217	2RC6pcAb7zmPwCmmbogAjg**	1	49	2	4	4			2	1	1	0	0	0	0	0	0	0	0	15	1	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	6	Survey	1	2	1	1	E	There are six batteries and they last longer or give a stronger boost to your things.	Nothing	It would work longer. And maybe faster.	2	0	0	1	1948	2						
434	upcwlmwz4r5cdj9	3	1613928480	2RC6pcAb7zm7HJLrsc8Qjg**	1	53	2	4	4			2	1	0	0	0	0	0	0	0	0	0	5	1	0	0	1	0	1	0	0	0	0	1	1	0	0	0	0	0	0	6	survey	1	2	1	1	E	resealable container	resealable container	resealable container	2	0	0	1	1950	2						
440	n78hr73h9v5s4db	3	1506704416	2RC6pcAb7zmKWNWJucTCHMQ**	1	47	1	4	4			2	1	0	0	0	0	0	0	0	0	0	28	1	1	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	6	survey	1	1	1	1	L	extra life batteries in reseal package	none	reseal package	1	0	0	1	1946	1						
443	j3ednc1w0m5cmzdt	3	1502478330	2RC6pcAb7zK9XDHhgTcVQ**	1	45	1	4	4			2	0	0	0	1	0	1	0	0	0	0	46	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	6	survey	1	2	1	1	X	The batteries can give extra power or extra life	They last longer.	power.	3	0	0	1	1944	1						
447	4p1h38n75gs8039h	3	1502129852	2RC6pcAb7zIEbWJGFppWQ**	1	55	1	4	4			2	1	1	1	1	0	0	0	0	0	0	16	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	6	survey	1	2	1	1		they have the longest life	they were resealable	longer life	2	0	0	1	1954	1							
450	1wkwxy0aj2w2ktr	3	1645446090	2RC6pcAb7zK3uk7Bo5RMPg**	1	56	2	4	4			2	1	0	0	0	0	0	0	0	0	0	43	0	0	1	0	0	1	0	1	0	1	0	0	0	1	1	0	0	6	Survey	1	1	1	1		That these are Duracell batteries, 6 batteries in the package, the package is resealable.	That the batteries are size AA.	Long life, many hours of usage before replacing.	1	0	0	1	1955	2							
463	6vj4phzcrj9vp8n21	3	1507963415	2RC6pcAb7zmjcrd6t5bw6w**	1	57	2	4	4			2	1	0	0	0	0	0	0	0	0	0	39	1	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0	6	survey	1	2	1	1	E	You can get extra life in some devices, extra power on others.	great container	i'd get either more power or more life, depending on the device.	2	0	0	1	1956	2							
465	24b5n66dxxv7rr8b	3	1504576075	2RC6pcAb7mryt8FkI714A**	1	63	2	4	4			2	1	0	0	0	0	0	0	0	0	0	39	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	1	0	0	0	6	survey	1	1	1	1	L	extra life	longer life	2	0	0	1	1962	2						
466	1qf68pw77k7rx3kb	3	1313555902	2RC6pcAb7zkuH0Go5Qs4g**	1	83	2	3	3			2	1	0	0	0	0	0	0	0	0	0	36	1	1	0	0	0	0	1	0	0	0	0	0	1	1	0	0	0	1	0	0	6	survey	1	2	1	1		batteries	resealable	i don't know	1	0	0	1	1982	2				
469	bvq9082mtb48hgt	3	1619053999	2RC6pcAb7zm7Cfug8wCllg**	1	60	2	4	4			2	1	0	0	0	0	0	0	0	0	0	5	1	0	1	1	0	0	0	0	1	0	0	1	1	0	0	0	0	6	survey	1	1	1	1	L	Duracell Extra Life Batteries, Convenient Package of 6, Disposable	nothing	Long lasting	1	0	0	1	1959	2							
474	k1qh21nfyv22q36h	3	1502966111	2RC6pcAb7zK52YLVLPvE8Q**	1	70	2	3	3			2	1	0	0	0	0	0	0	0	0	0	20	1	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	6	survey	1	1	1	1	L	Long lasting batteries that are resealable	easy to store	longer lasting	1	0	0	1	1969	2							
476	v8x8z26mfacvfev4	3	1504832040	2RC6pcAb7zm-gduMWHKvQ**	1	60	1	4	4			2	1	0	0	0	0	1	0	0	0	0	35	1	1	0	0	0	0	0	1	0	0	1	1	1	0	0	0	6	Survey	1	1	1	1	L	Lasts longer	New	Lasts the longest	1	0	0	1	1959	1								
479	mpa7qysf5acdfevsw	3	1502089229	2RC6pcAb7zK3nTD0- cKfQ**	1	80	1	3	3			2	1	0	0	0	0	1	0	0	0	0	18	1	1	1	1	0	0	0	1	0	0	1	1	0	0	0	6	Survey	1	1	1	1		Batteries for life	Good brand	Good app to get the best app to	2	0	0	1	1979	1									
480	7kbw82mc62c8kup4	3	1502768851	2RC6pcAb7zlp8-g7O2rZlQ**	1	70	2	3	3			2	1	0	1	0	0	1	0	0	0	0	0	23	1	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	6																					

record	uuid	status	pid	psid	pp	Q99	Q100	Q105	HAGE	Q107	progCheckQ107term	Q109r1	Q109r2	Q109r3	Q109r4	Q109r5	Q109r6	Q109r7	Q109r8	Q109r9	Q109r10	Q110	Q120r1	Q120r2	Q120r3	Q120r4	Q120r5	Q130r1	Q130r2	Q130r3	Q130r4	Q130r5	Q140r1	Q140r2	Q140r3	Q140r4	Q140r5	Q140r6	Q150r1	Q150r2	Q150r3	Q150r4	Q150r5	Q150r6	Q160	Q160r6oe	Q170	hCell	Q205	Q210	Code	Q230	Q240	Q250	Q260	Q300r1	Q300r2	Q300r3	year	gender		
708	crhvfhpqaeau8xe8	3	1518323489	2RC6pcAb7zmNRs_oNdt8Rw**	1	96	1	2	2	2	2	1	0	0	0	0	0	0	0	0	0	0	15	1	1	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	6	survey	1	1	1	1	I don't know.	I don't know.	I don't understand difference between those batteries and other batteries.	4	0	0	1	1995	1				
709	7zabg973jdtccrcj	3	1503901644	2RC6pcAb7zktmLuzzG-FA**	1	88	2	2	2	2	2	1	0	1	0	0	0	0	0	0	0	0	18	1	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	6	survey	1	2	1	1	Resealable.	Resealable.	They are alkaline and long lasting.	1	0	0	1	1987	2				
772	ngqb2pqrvezdu4jk	3	1406789704	2RC6pcAb7zIG0f13enKsQ**	1	72	2	3	3	3	2	1	0	0	0	0	0	0	0	0	0	0	28	1	0	1	0	0	1	1	1	0	0	0	0	1	1	1	1	0	0	0	1	1	1	0	0	6	survey	1	1	1	1	alkaline batteries	they are long lasting.	you can put them back in a resealable package. They are alkaline and long lasting.	1	0	0	1	1971	2
774	k2ckhc6wjuje9gac	3	1263799236	2RC6pcAb7zicz5MwWl0L1A**	1	76	2	3	3	3	2	1	1	0	0	1	0	0	0	0	0	0	50	1	0	1	1	0	1	0	1	0	1	1	0	1	1	1	0	0	0	1	1	1	1	0	6	survey	1	1	1	1	that they were premium and they were resealable.	nothing	I really liked the peel and reseat feature	4	0	0	1	1975	2	
780	2pyet7hgka20r7u6	3	1400402930	2RC6pcAb7zm2k1khr9kRQ**	1	89	1	2	2	2	1	89	1	0	0	0	1	0	0	0	0	0	19	1	1	1	0	0	1	1	1	1	1	0	1	1	0	1	1	0	1	1	0	0	6	Survey	1	2	1	1	Buy me	Good quality	Long lasting	1	0	0	1	1988	1			
783	5fqna45d7pywv5x	3	13607999305	2RC6pcAb7zmg12ULHPEGA**	1	80	2	3	3	3	2	1	0	0	0	0	0	0	0	0	0	0	28	1	1	1	1	0	1	1	1	1	1	0	1	0	1	0	0	1	1	0	0	6	survey	1	2	1	1	new battery that lasts longer	na	na	2	0	0	1	1979	2				
791	58u2mjh54gzpp8zw	3	1501855147	2RC6pcAb7zmlLGghvklfng**	1	69	2	3	3	3	2	1	1	0	0	1	0	0	0	0	0	0	14	1	1	1	0	0	1	1	1	1	1	0	1	0	0	0	1	0	0	0	0	6	survey	1	1	1	1	The main message is that this package of batteries has a convenient tray and resealing solution for easy storage.	That the batteries are long-lasting.	I think the advantages are that they batteries can be stored neatly.	1	0	0	1	1968	2				
795	k7pdtccejyrsigkt	3	1506841188	2RC6pcAb7zmPWqjRMVvaPPw**	1	79	2	3	3	3	2	1	1	0	1	0	0	0	0	0	0	44	1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	6	survey	1	2	1	1	They stay fresh/new	They come in a resealable package	Resealable so they stay fresh	1	0	0	1	1978	2					
796	mr58aju9v5sg130u	3	1260114589	2RC6pcAb7zmyaTQc67KVA**	1	78	2	3	3	3	2	1	1	0	0	1	0	0	0	0	0	0	23	1	0	0	0	0	0	0	0	0	0	0	1	1	1	0	0	0	0	0	6	Survey	1	1	1	1	B	no	Long lasting and more power	1	0	0	1	1977	2					
798	s91dxq7ghbn0bpk8	3	1628382735	2RC6pcAb7z138Glp6UMZcA**	1	71	2	3	3	3	2	1	0	0	0	0	0	0	0	0	0	0	10	1	0	0	1	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	6	survey	1	1	1	1	Resealable plastic tray	6 in a resealable package	Long life	4	0	0	1	1970	2				
802	qhxbk6jrrx6dgtg0	3	1220365242	2RC6pcAb7zK5nviOioFhaw**	1	70	2	3	3	3	2	0	1	0	1	0	1	0	0	0	0	0	30	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	6	survey	1	2	1	1	E	Extra power or extra life in some devices.	Just what I said	extra power or life	2	0	0	1	1969	2			
807	b8twjgyamk8xu9k	3	1503068835	2RC6pcAb7zm6kKDXeP8ug**	1	83	2	3	3	3	2	1	0	0	0	0	0	0	0	0	0	0	10	1	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	6	survey	1	2	1	1	E	That these batteries provide extra power OR extra life when you're using them in a device. That they can restore power or add some extra power and are long lasting , with now a resalable package	That they come in a resealable package	it would provide extra life or extra power when needed.	2	0	0	1	1982	2			
811	euwdw4f7vhuvtzt	3	1316818312	2RC6pcAb7zm7484da_V44g**	1	83	2	3	3	3	2	1	1	1	1	0	0	0	0	0	0	0	39	1	0	0	1	1	0	1	0	1	1	0	1	1	0	0	0	0	0	0	6	survey	1	2	1	1	E	that it now has a new package design	that they give a boost to energy and longer use, and you can seal and re real the battery.	1	0	0	1	1982	2					
828	117k31x1c2g3sdv8	3	1275411854	2RC6pcAb7zK0gpfHf5eqw**	1	88	1	2	2	2	2	1	1	0	0	0	0	0	0	0	0	0	45	1	1	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	6	Survey	1	1	1	1	E	The packaging is convenient	Extra life or power	2	0	0	1	1987	1					
841	ddp2g3yz40k47e	3	1619056536	2RC6pcAb7zHC2XmLxmEqQ**	1	94	1	2	2	2	2	1	0	0	0	0	0	0	0	0	0	0	35	1	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	6	survey	1	2	1	1	L	The batteries last a long time	Not sure	They last longer	1	0	0	1	1993	1				
845	sr3fk473y4ang93	3	1508904712	2RC6pcAb7zms1zAoi7NKJw**	1	88	1	2	2	2	2	1	1	1	1	1	0	0	0	0	0	0	35	1	1	1	1	0	1	1	1	1	1	0	1	1	0	0	0	0	0	0	6	survey	1	1	1	1	L	duracell is a long lasting battery	they are a good value for the money	brands	2	0	0	1	1987	1				
846	84vdu1244112fbrq	3	1536016590	2RC6pcAb7zmtR2wfmRlqG**	1	88	1	2	2	2	2	1	0	1	0	0	0	1	0	0	0	0	32	1	1	1	1	0	1	1	1	1	1	0	0	0	0	0	0	0	0	0	6	Survey	1	2	1	1	L	Battery up your life with duracell	Not much	Give you longer battery life	1	0	0	1	1987	1				
890	v173pukfhwB22u2	3	1501056906	2RC6pcAb7zKJyqHgwPPWBg**	1	48	1	4	4	4	2	1	0	0	0	0	1	0	0	0	0	0	10	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	survey	1	1	1	1	X	long lasting more power, resealable package	thats it	resealable package	1	0	0	1	1947	1					
892	epfh1fre0n83e3d	3	1506061365	2RC6pcAb7zKfFutCo3k3ode**	1	54	1	4	4	4	2	1	1	0	0	0	0	0	0	0	0	0	2	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	Survey	1	1	1	1	1	Aa batteries that are disposable and in a resealable package.	None	Duracell batteries i have purchased have never lived up to claims made by the company and are always inferior quality.	3	0	0	1	1953	1				
895	j0vdkpa4u3k3b7f	3	1621611269	2RC6pcAb7zKvKCPdO50whQ**	1	49	1	4	4	4	2	0	1	0	0	0	0	1	0	0	0	0	10	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	6	Survey	1	1	1	1	1	Usual disclaimers (don't carry in your pocket)	None	None	3	0	0	1	1948	1				
898	me21dq4wmechm4pn	3	1501351261	2RC6pcAb7zm1BdYpjdLDLg**	1	55	1	4	4	4	2	1	0	1	1	1	0	0	0	0	0	0	44	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	6	Survey	1	1	1	1	1	X	extra life	none	nothing else, except that the package itself is resealable, of no use to me because i always put AA batteries in a wall container	1	0	0	1	1954	1			
899	66c5c218dddw5uz3	3	1537646767	2RC6pcAb7zKpny8XL8byoA**	1	48	1	4	4	4	2	1	1	1	0	0	0	0	0	0	0	0	21	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	survey	1	2	1	1	E	They are extra strong in some devices and in some devices last longer but one side says AA size and the other side says AAA size batteries. Same package? WHY?	They might or might NOT last longer or be stronger whatever that means. The resealable package is STUPID	2	0	0	1	1947	1					
901	c1zjckxwn9hsvgrde	3	1502317428	2RC6pcAb7zmTswaVaPschWg**	1	48	1	4	4	4	2	1	1	0	0	0	0	0	0	0	0	0	44	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	survey	1	1	1	1	1	long lasting in a resealable package	nothing	long lasting	3	0	0	1	1947	1				
903	jdbxb682prdmz6es	3	1597882203	2RC6pcAb7zKULb0c33ia**	1	49	1	4	4	4	2	1	0	0	0	0	0	0	0	0	0	0	32	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	Survey	1	2	1	1	1	aaa and resealable	name brand	strength and long life	1	0	0	1	1948	1				
911	1rcy7zbtotr4ht73	3	1338629006	2RC6pcAb7zULCQCa1al0Q**	1	64	1	4	4	4	2	1	0	0	0	0	0	0	0	0	0	0	35	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	Survey	1	2	1	1	E	extended life in some products, more power in all	resealable package	longer life	1	0	0	1	1963	1				
922	16g334c73vz1ybl1	3	1502760786	2RC6pcAb7zKvYpyemB_iQ**	1	51	1	4	4	4	2	0	0	0	0	0	0	0	0	0	0	1	34	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	Survey	1	2	1	1	1	buy duracell	chargeable	convenient	1	0	0	1	1950	1					
925	u0zaybnj91e19rg	3	1501928588	2RC6pcAb7zUJ_HfWobp_iQ**	1	61	1	4	4	4	2	1	0	1	0	0	0	0	0	0	0	0	24	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	survey	1	2	1	1	1	They provide extra life in some devices	New easy storage package	Possible extra life	3	0	0	1	1960	1					
928	ngq5e5mK0uwwd1bn	3	1504689898	2RC6pcAb7zKwX5iHAI0HQ**	1	54	1	4	4	4	2	1	0	0	0	0	0	0	0	0	0	0	44	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	SURVEY	1	2	1	1	1	RESEALABLE PACKAGE	SIZE	RESEAL	4	0	1	0	1953	1					
939	8gBk3k6h3																																																													

uid	status	pid	psid	pg	Q99	Q100	Q105	HAGE	Q107	progCheck	Q107Term	Q109-1	Q109-2	Q109-3	Q109-4	Q109-5	Q109-6	Q109-7	Q109-8	Q109-9	Q109-10	Q110	Q120-1	Q120-2	Q120-3	Q120-4	Q120-5	Q130-1	Q130-2	Q130-3	Q130-4	Q130-5	Q140-1	Q140-2	Q140-3	Q140-4	Q140-5	Q140-6	Q150-1	Q150-2	Q150-3	Q150-4	Q150-5	Q150-6	Q160	Q160-6oe	Q170	hCell	Q205	Q210	Code	Q230	Q240	Q250	Q260	Q300-1	Q300-2	Q300-3	year	gender
1329	bbwwbdps	2deg90	3:1505105784	2RC6pcAb7z1n9Cnje4-Q**	1	79	2	3	3		2	1	0	0	0	0	0	0	0	0	0	5	1	0	1	0	1	0	0	1	0	0	1	0	0	1	1	0	1	0	0	0	6	survey	1	2	1	1	E	long life in some and power in others, resealable package	not sure	long lasting, more power	2	0	0	1	1978	2		
1332	mfcmt1s	26pv6j5v	3:1132107087	2RC6pcAb7zmecM0b+wOp9Hw**	1	55	1	4	4		2	1	1	1	1	1	0	0	0	1	0	0	37	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	6	survey	1	1	1	1	L	The batteries are extra life and packaging is resealable.	Nothing comes to mind	Extra long life	1	0	0	1	1954	1		
1334	1g24jd8cf	ffzrgm	3:1502105292	2RC6pcAb7znDWHPRC108Q**	1	52	1	4	4		2	0	0	0	0	0	0	0	0	0	0	1	18	1	1	1	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	6	survey	1	1	1	1	L	I used the batteries they would last longer and I would not have to replace them so soon and that would save me money.	Extra long life	long lasting	1	0	0	1	1951	1		
1338	vb2dw583eq	6m77fb	3:1638343670	2RC6pcAb7zno-MpiqjQRXQ**	1	55	2	4	4		2	1	0	0	0	0	0	0	0	0	0	0	15	1	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	6	survey	1	1	1	1	X	The batteries provide extra power than regular AA batteries.	Resealable package	if I used the batteries they would last longer and I would not have to replace them so soon and that would save me money.	1	0	0	1	1954	2			
1348	emx7c3nyftc	k4tba	3:154133781	2RC6pcAb7zk81oT9Cq4Aw**	1	82	2	3	3		2	0	0	0	0	0	0	0	0	0	0	0	35	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	6	Survey	1	1	1	1	1	That their product was the one time consider long life.	Nothing	Loony lasting and better yet	3	0	0	1	1981	2		
1349	5z6g4wshw	w6uc4v	3:1503539233	2RC6pcAb7x0DvUUXn-47g**	1	58	2	4	4		2	0	0	0	0	0	0	0	0	0	0	0	44	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	6	Survey	1	2	1	1	X	6 AAA in resealable package. More power in some devices, longer power in other devices	size	long life, more power	2	0	0	1	1957	2			
1350	b5qafzcpmy	8vbz60	3:1501925254	2RC6pcAb7zmZQFDmnlwF8A**	1	59	2	4	4		2	1	0	0	0	0	0	0	0	0	0	1	43	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0	6	Survey	1	2	1	1	E	Extra energy possible for some devices	Nothing else	Last longer	1	0	0	1	1958	2				
1351	ug4133qhaa	8emhm2	3:1504500466	2RC6pcAb7znuht3mkt77w**	1	45	2	4	4		2	1	1	0	0	0	0	0	0	0	0	0	15	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	6	Survey	1	2	1	1	1			6 batteries	handy storage	may provide extra power	1	0	0	1	1944	2	
1355	cptjg81nhf	h6fyfpn	3:1620262444	2RC6pcAb7zmj0cvtQacSuv**	1	96	2	2	2		2	1	0	0	0	0	0	0	0	0	0	0	41	1	1	1	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	6	survey	1	1	1	1	1	new batteries that have more and extra energy	peel the package	that it would last long	2	0	0	1	1995	2			
1359	te5zr94dk6	7ghz3v	3:1627050588	1RC6pcAb7zm10e50zcehQ**	1	68	2	3	3		2	1	1	1	0	0	0	0	0	0	0	0	36	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	Survey	1	2	1	1	E	Resealable package extra life or extra energy	6 batteries long lasting durable	Extra life or extra power	2	0	0	1	1967	2				
1360	f1g4g7kc	7bwxcdf	3:1646197786	2RC6pcAb7znmnm9HUIJ8q**	1	73	2	3	3		2	1	1	0	0	0	1	0	0	0	0	0	15	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	6	survey	1	2	1	1		that they last an extra long time	resealable container	in some devices, they would last an extra long time	2	0	0	1	1972	2			
1361	2x5dh0n8vc	cdL1bh	3:1512862682	2RC6pcAb7zmLFCdLRlWbQ**	1	78	2	3	3		2	1	0	0	0	1	1	0	0	0	0	0	5	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	6	survey	1	2	1	1	L	Longer life batteries in a resealable package.	Apparently, batteries can be kept fresher in a resealable package, but I'm not sure	I would hope that I wouldn't need to change batteries as often and get optimal performance from the batteries I use.	1	0	0	1	1977	2			
1364	3gzyeqv1	1Hdkay7l	3:1637521952	2RC6pcAb7zmGMZdufjzCma**	1	67	1	3	3		2	0	0	0	0	0	0	0	0	0	0	0	48	1	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	6	survey	1	2	1	1	1	total confusion	That these Duracell batteries give you 6X the life as other batteries.	reusable	Longer lifetime of battery power for your device.	2	0	0	1	1966	1			
1369	2yvoOp5	ben2btmf	3:1621111056	2RC6pcAb7zmO9oheklwN6g**	1	70	2	3	3		2	1	0	0	0	0	0	0	0	0	0	0	49	1	1	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	6	survey	1	1	1	1	1	It was saying that the battery's last longer then others.	Nice packaging.		1	0	0	1	1969	2				
1372	zcs1xnphthyy	5z2g	3:1644057296	2RC6pcAb7zndtsu0Nj_18dw**	1	98	1	2	2		2	0	0	0	0	0	0	0	0	0	0	1	0	3	1	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	6	survey	1	1	1	1	B	resalable packages	The battery's have extra life and power	Wouldn't have to buy so many battery's.	1	0	0	1	1997	1				
1373	hubey12	waqdk8qH4	3:1626574895	2RC6pcAb7zmDdWw4sGfD0A**	1	100	1	2	2		2	1	0	0	0	0	0	0	0	0	0	0	48	1	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	6	Survey	1	2	1	1	1	I guess teh resealable package	I guess teh resealable package		2	0	0	1	1999	2				
1384	5pmudrec	3dwb370	3:1646242666	2RC6pcAb7zmG3XMT7UOpvw**	1	82	2	3	3		2	1	0	0	0	0	0	0	0	0	0	0	5	1	1	1	1	0	1	1	0	0	0	0	0	0	0	0	0	0	6	survey	1	1	1	1	1	They're optimal	They're Duracell.	They last longer than other batteries.	1	0	0	1	1981	2				
1396	zffk3j0bkjue	3be	3:1611792566	2RC6pcAb7zm22zC04k4LjQ**	1	66	2	3	3		2	1	1	0	0	0	0	0	0	0	0	1	0	1	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	6	survey	1	1	1	1	1	I can seal/unseal the pack, keeping them inside; also gave me a general info about the batteries	general info about the batteries + Duracell brand name	not sure	1	0	0	1	1965	2				
1397	2znpvf0r	8f1yhdf	3:1509078162	2RC6pcAb7zmGw80T9OF2g**	1	84	2	3	3		2	1	0	0	0	0	0	0	0	0	0	0	46	1	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	6	survey	1	1	1	1	1	The brand is Duracel and it's for AA batteries.	It's appealing and for Duracel which is advantageous I supposed.		4	0	0	1	1983	2				
1399	kt4k8c6s	5wuwv78s	3:1642343558	2RC6pcAb7zm1E9ZZ-wbQ**	1	68	1	3	3		2	1	0	0	0	0	0	0	0	0	0	0	5	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	6	survey	1	1	1	1	1	easy package for the batteries	Brand and for size	Guaranteed to last	3	0	0	1	1975	1					
1403	au5kq3k	3z3k52mkz	3:156789418	2RC6pcAb7zIgy2dQxatXAw**	1	76	2	3	3		2	1	0	0	0	0	0	0	0	0	0	0	0	5	1	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	6	Survey	1	2	1	1	1	Batteries useful life	Can't think of any		2	0	0	1	1987	2				
1406	kne8843	pchq6g7k	3:1629213738	2RC6pcAb7znD0Grt8WtMGa**	1	72	2	3	3		2	1	0	0	0	1	0	1	0	0	0	0	23	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	6	survey	1	2	1	1	E	They offer extra life in some devices, or extra power in others. Also, they come in a tray with resealable packaging.	They were size AAA.	They will provide extra life in some devices, or extra power in others.	2	0	0	1	1971	2				
1407	20171	71Xkgu5qd0	3:1646220227	2RC6pcAb7zmVmNYj0m19w5w**	1	72	2	3	3		2	1	1	0	0	1	1	0	0	0	0	0	0	12	1	1	1	1	0	0	1	1	0	0	0	0	0	0	0	0	6	Survey	1	1	1	1	1	The batteries are high quality	Nothing	The peak and seal	2	0	0	1	1971	2				
1422	kv7ch56a	6z5z7a	3:1504862986	2RC6pcAb7z1KGLG1Cj8tEC**	1	79	2	3	3		2	1	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	6	survey	1	1	1	1	1	long life battery	resealable	long life	2	0	0	1	1982	2					
1429	19K514g1	1euj9dh	3:1504899336	2RC6pcAb7zm1xxk9bhuF0dQ**	1	73	1	3	3		2	1	0	0	0	1	1	0	0	0	0	0	5	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	6	Survey	1	1	1	1	1	reusable package	none	none	1	0	0	1	1972	1				
1431	m1xaxmwv	3ke7npa	3:1646276691	2RC6pcAb7znj0D0cmQVAAQ**	1	72	1	3	3		2	1	0	0	1	1	1	1	1	0	0	0	0	38	1	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	6	Survey	1	2	1	1	1	Their reliability is unclear.	These are a new version of battery	They may have extra longevity	2	0	0	1	1971	1				
1437	jxp7f9v	3b796k0d	3:1642171303	2RC6pcAb7zksWHJ1NvrNq**	1	95	2	2	2		2	1	0	0	0	0	0	0	0	0	0	0	33	1	1	1	1	1	0	1	1	0	0	0	0	0	0	0	0	6	survey	1	1	1	1	1	They upgraded the packaging and product, it has more and power and more better then the old school batteries.	It's heavy duty batteries and long lasting	Long lasting	1	0	0	1	1994	2					
1440	xnr3j9	9b8x0621vnh	3:1504584198	2RC6pcAb7zhg22HEFD3m0A**	1	66	1	3	3		2	1	0	0	0	0	0	0	0	0	0	0	46	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	Survey	1	1	1	1	1	buy this	buy this	power to run	1	0	0	1	1965	1					
1443	u1pmg1a	54y3by03	3:1597912279	2RC6pcAb7zkC0InqZRIMA**	1	72	1	3	3		2	0	0	0	0	0	0	0	0	0	0	0	10	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	Survey	1	2	1	1	B	That they last longer and put out more power than other batteries.	the box.	They would last longer.	1	0	0	1	1971						

record	uuid	status	pid	psid	pp	Q99	Q100	Q105	HAGE	Q107	progCheckQ107Term	Q109r1	Q109r2	Q109r3	Q109r4	Q109r5	Q109r6	Q109r7	Q109r8	Q109r9	Q109r10	Q110	Q120r1	Q120r2	Q120r3	Q120r4	Q120r5	Q130r1	Q130r2	Q130r3	Q130r4	Q130r5	Q140r1	Q140r2	Q140r3	Q140r4	Q140r5	Q140r6	Q150r1	Q150r2	Q150r3	Q150r4	Q150r5	Q150r6	Q160	Q160r6oe	Q170	hCell	Q205	Q210	Code	Q230	Q240	Q250	Q260	Q300r1	Q300r2	Q300r3	year	gender	
2040	347uqz41ehg87p	3	31415786525	2RC6pcAb7zklMlMXSwYKlcw**	1	51	1	4	4		2	1	1	0	0	1	1	0	0	0	0	0	36	1	0	1	0	0	1	1	1	0	0	1	1	1	0	0	0	0	1	1	0	1	0	6	survey	1	2	1	1	E	Extra power and/or extra life	They may give you more powwer or life	Comnient package and increased power/life	2	0	0	1	1950	1
2041	8guquyugndnd3gchc	3	31155312992	2RC6pcAb7zmKHL-OrSaang**	1	69	2	3	3		2	1	1	0	1	1	1	0	0	0	0	0	25	1	0	1	1	0	1	1	1	1	0	0	1	1	1	0	0	1	1	1	0	0	6	survey	1	2	1	1	L	long battery life	long life batteries	very long battery life	2	0	0	1	1968	2	
2044	at6vggij9nqv6k2	3	31081302182	2RC6pcAb7zmqhFvduEU3JA**	1	59	2	4	4		2	0	0	1	0	0	0	0	0	0	0	0	27	1	0	1	0	0	1	0	0	1	0	1	0	1	0	1	0	0	1	0	0	0	6	survey	1	2	1	1	X	long life, more power	longer lasting	longer use	1	0	0	1	1958	2	
2052	3211wmd0pwbq8lpt	3	31572997184	2RC6pcAb7zlibJugDDpOrUjg**	1	87	2	2	2		2	1	0	0	0	0	0	0	0	0	0	0	35	1	1	0	0	0	0	0	1	1	0	1	1	0	1	1	0	0	0	0	6	survey	1	1	1	1	B	the resealable package was something new i had never seen before so i think it was trying to promote that	that they are the same long lasting duracell that we have all come to know	longer lasting and better performance	1	0	0	1	1986	2			
2054	8f2dsdw78ke6xs5e	3	31503528409	2RC6pcAb7zmWQ3tGyKw**	1	66	1	3	3		2	1	0	0	0	0	0	0	0	0	0	0	48	1	0	1	0	1	0	1	0	0	0	0	1	1	0	0	0	0	1	1	0	0	6	survey	1	1	1	1	L	there are 6 in the resealable package	nothing	longer battery life	1	0	0	1	1965	1	
2056	4t5j24y5nsvtxxe	3	31505873061	2RC6pcAb7zklvriHsvUoDw**	1	85	2	3	3		2	1	1	0	0	0	1	0	0	0	0	0	15	1	0	1	0	0	0	1	1	0	0	0	1	1	0	0	0	0	0	0	6	survey	1	1	1	1	L	New packaging, longer lasting	Longer lasting batteries	Longer lasting	2	0	0	1	1984	2			
2057	n2y0K5z8zma3k58	3	31500603531	2RC6pcAb7zm7Xyieo4aFow**	1	90	2	2	2		2	1	1	0	0	0	0	0	0	0	0	0	10	1	0	1	0	0	0	0	0	0	0	1	1	1	0	1	0	0	0	6	survey	1	1	1	1	L	the new packaging is resealable on back	that's it	they will help it power for long	4	0	0	1	1989	2				
2058	4bdyvhvpg5f8jdlqv	3	31519657039	2RC6pcAb7zINT3t6ccddGQ**	1	61	2	4	4		2	1	0	0	0	1	0	0	0	0	0	0	44	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	6	survey	1	1	1	1	L	The batteries are optimum with a carrying tray	there are 6 in the box	optimum	1	0	0	1	1960	2				
2059	2ef8r3fd1hj508hf	3	31501795503	2RC6pcAb7zklAdhc6002qg**	1	53	2	4	4		2	0	0	1	0	0	0	0	0	0	0	0	4	1	0	1	0	0	0	0	0	0	0	1	1	0	0	0	0	0	6	survey	1	1	1	1	L	extra life	nothing	nothing	2	0	0	1	1952	2					
2063	wrxd1tah7fyd7mq	3	31500582142	2RC6pcAb7zmvyssjfhzgva**	1	45	1	4	4		2	1	0	0	0	1	0	0	0	0	0	0	31	1	1	1	0	0	1	1	0	0	0	1	0	1	0	1	0	1	0	0	6	survey	1	1	1	1	X	long life long power batteries	disposable , resealable package	long lasting powerful battery	1	0	0	1	1944	1			
2064	d71v5bqm3z8ms70	3	31504761159	2RC6pcAb7zkcNcd9a8r7Q**	1	58	1	4	4		2	0	1	0	0	0	0	0	0	0	0	0	38	1	1	1	1	1	1	1	1	1	0	1	1	0	0	0	0	1	0	0	6	survey	1	1	1	1	L	batteries	great product	better product	1	0	1	0	1957	1			
2066	5eaq82cgg6vqw74f	3	31647462228	2RC6pcAb7zlh1GTQ0a0MA**	1	76	2	3	3		2	1	0	0	0	0	0	0	0	0	0	0	35	1	0	1	0	0	1	0	0	0	0	0	1	1	0	0	0	0	0	6	survey	1	2	1	1	E	The new Duracell Batteries provide you with what your device needs most; lasting energy or stronger power.	That they have a longer life span so you get more for your money	That they have a longer life span so you get more for your money	2	0	0	1	1975	2				
2068	kp7wefeyabyf4va	3	31617968815	2RC6pcAb7zlh7Y2jMJCXQa**	1	71	2	3	3		2	1	0	0	0	1	0	0	0	0	0	0	10	1	1	0	1	0	0	0	0	0	1	0	1	0	0	0	0	0	6	survey	1	1	1	1	L	Extra long life, resealable packaging	There are 6 in the package	More energy	1	0	0	1	1970	2					
2071	4fpccz8dgfax1bud	3	31506400640	2RC6pcAb7zmkZBvX8QXQug**	1	90	2	2	2		2	1	1	0	0	1	0	0	0	0	0	0	23	1	0	0	0	0	1	0	0	0	0	1	1	1	0	0	0	0	1	1	0	0	6	survey	1	2	1	1	E	they have extra life in some devices and extra power in others.	you can peel and reseal the batteries	extra power and life	2	0	0	1	1989	2	
2072	dfrr7z9f9d6dztjz	3	31644227874	2RC6pcAb7zmoN0KqZe9fQw**	1	78	1	3	3		2	1	0	0	0	0	0	0	0	0	1	0	43	1	0	1	1	0	1	0	0	0	1	1	0	0	0	0	0	0	6	survey	1	2	1	1	E	Extra power or extra life in various devices	New storage tray that is resealable	Extra power and store better	2	0	0	1	1977	1					
2073	bv4h7j96wmjegen	3	31500706864	2RC6pcAb7zkVPQ4yvyYwo_Q**	1	78	2	3	3		2	0	1	1	0	0	1	0	0	0	0	0	10	1	1	0	0	0	0	0	0	0	0	0	1	1	1	0	0	0	0	6	Survey	1	1	1	1	L	Extra life batteries in a convenient package that can be reused	N/A	You can store them at any place, you can find them quickly and the life span	1	0	0	1	1947	2				
2078	8d65bwpmnm8qsarma	3	31503910573	2RC6pcAb7zkb0dewEv3Qw**	1	50	2	4	4		2	0	0	0	0	1	1	0	0	0	0	0	46	0	0	0	0	0	1	1	0	0	0	0	1	1	0	0	1	0	0	6	Survey	1	2	1	1	E	Extra life in some devices, extra power in others	Easy access package/tray	Either extra life or power	2	0	0	1	1999	2				
2079	rnenbx684b007ccs	3	31647916813	2RC6pcAb7zk-jpm5fSD7A**	1	63	1	4	4		2	1	1	1	1	1	0	1	0	0	0	0	44	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	6	survey	1	2	1	1	E	which size to choose longer life in some more power in others.	weather you need double aa or aaa batteries some had more in the pkg.	longer life and more power.	3	0	0	1	1962	1				
2083	wdlyucskq07pmwep8	3	31647556100	2RC6pcAb7zkyfyspkacA**	1	94	2	2	2		2	1	0	0	0	0	1	0	0	0	0	0	15	1	0	0	0	0	0	0	1	0	0	0	1	1	0	0	0	0	6	survey	1	2	1	1	B	Extra battery power and life	higher powered batteries than normal	longer battery life and better performance	2	0	0	1	1993	2					
2085	bh03p74tclq3t4c	3	31513476864	2RC6pcAb7zmmVfepwllwQ**	1	81	1	3	3		2	1	0	0	0	0	0	0	0	0	0	0	23	1	0	1	0	0	0	0	0	0	0	1	0	0	1	0	0	1	0	0	6	survey	1	2	1	1	L	extra life batteries	they last longer.	they would last longer	1	0	0	1	1980	1			
2086	vwmvngxery2frrmaj	3	31506898090	2RC6pcAb7zkk97A1karNw**	1	80	2	3	3		2	1	0	1	0	1	0	0	0	0	0	0	5	1	1	1	0	0	0	1	0	0	0	0	1	1	0	0	0	0	0	6	survey	1	2	1	1	L	that package is resealable and easy to open	that these batteries now last longer	longer lasting than before	1	0	0	1	1979	2				
2088	t0hkq37xss1vq57	3	31574980747	2RC6pcAb7zk_YuUtr-rLvQ**	1	78	2	3	3		2	1	1	1	0	0	0	0	0	0	0	0	35	1	0	0	1	0	1	0	0	0	1	0	1	1	0	0	0	1	1	0	0	6	survey	1	1	1	1	E	about them lasting a long time	nothing that i didnt mention they are long lasting and powerful	more power or longer life	1	0	0	1	1977	2		
2089	egzm7jgpn3dm6n0	3	31508993062	2RC6pcAb7zmM9loulHL6QA**	1	62	1	4	4		2	1	0	0	0	0	0	0	0	1	0	28	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	1	1	1	0	0	6	survey	1	1	1	1	X	They are the most powerful Duracell batteries	The package is resealable	it should go longer without new batteries, & i can store leftover in the original package	1	0	0	1	1961	1	
2091	e7nds220xwn1b77	3	31505240547	2RC6pcAb7zm2mkMHQcQAe**	1	52	2	4	4		2	0	0	0	0	0	0	0	0	0	0	1	39	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	6	survey	1	2	1	1	L	Optimum power	AAA	don't know	2	0	0	1	1951	2					
2094	4ad0964ewzyvrbud	3	3161115591	2RC6pcAb7zmr-yfCfCkCw**	1	50	1	4	4		2	1	0	0	0	0	0	0	0	0	0	0	8	1	1	1	1	0	0	0	1	1	0	1	1	0	0	0	0	0	6	Survey	1	1	1	1	L	I could see the battery size and quantity.	The package design was . classy .	no opinion	4	0	0	1	1949	1					
2095	7u01d1cvcpcctbw3wk	3	31596769410	2RC6pcAb7zlmw7e1cErhw**	1	48	2	4	4		2	1	0	0	0	0	1	0	0	0	0	0	5	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	1	0	0	6	survey	1	2	1	1	E	Resealable packaging. Optimum batteries	Peel and reseal packaging. AAA alkaline batteries.	Extra life for some devices, extra power in other devices.	2	0	0	1	1947	2			
2098	ehyhkcd42p9fqk41	3	31508460273	2RC6pcAb7zmtfQWQK2xYQ**	1	65	2	4	3		2	1	0	0	0	1	0	0	0	0	0	0	37	1	1	1	1	0	0	0	0	0	0	0	1	1	0	0	0	0	6	survey	1	1	1	1	L	package is resealable	it would be great the way packaging would be so much nicer resealable	just be scattered all over in the drawer or wherever you store them	1	0	0	1	1964	2					
2099	3ar54q7k670kr37b	3	31208491215	2RC6pcAb7zmmVMLPzoHrVw**	1	51	2	4	4		2	1	0	0	0	0	0	0	0	0	1	0	12	1	0	1	0	0	1	0	0	0	0	1	1	0	0	0	0	1	1	0	0	6	survey	1	2	1	1	B	extra power and extra life	disposable	longer life and longer power	1	0	0	1	1950	2		
2103	834nz0rvhuw466q	3	31501561111	2RC6pcAb7zklYiyovdHfVa**	1	6																																																							

[record]: Record number		
Open numeric response		
[uuid]: Respondent identifier		
Open text response		
[status]: Respondent status		
Values: 1-4		
	1	Terminated
	2	Overquota
	3	Qualified
	4	Partial
[pid]: Captured variable		
Open text response		
[psid]: Captured variable		
Open text response		
[pp]: Captured variable		
Open text response		
[Q99]: Results		
Values: 1-2		
	1	YOU ARE HUMAN
	2	Not Human
[Q100]: Please select your year of birth.		
Values: 1-120		
	1	1900
	2	1901
	3	1902
	4	1903
	5	1904
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	106	2005
	107	2006
	108	2007
	109	2008
	110	2009
	111	2010

	112	2011
	113	2012
	114	2013
	115	2014
	116	2015
	117	2016
	118	2017
	119	2018
	120	2019
[Q105]: Are you...		
Values: 1-2		
	1	Male
	2	Female
[HAGE]: Which of these age ranges includes your age?		
Values: 1-4		
	1	Under 18
	2	18 - 34
	3	35 - 54
	4	55 or older
[Q107]: Which of these age ranges includes your age?		
Values: 1-4		
	1	Under 18
	2	18 - 34
	3	35 - 54
	4	55 or older
[progCheckQ107Term]: Which of these age ranges includes your age?		
Values: 1-2		
	1	Fail
	2	Pass
Q109: Which of the following web browsers or search engines, if any, have you used in the past 3 months?		
Values: 0-1		
	0	Unchecked
	1	Checked
	[Q109r1]	Google Chrome
	[Q109r2]	Internet Explorer

	[Q109r3]	Microsoft Edge
	[Q109r4]	Bing
	[Q109r5]	Yahoo
	[Q109r6]	Firefox
	[Q109r7]	Opera
	[Q109r8]	Hagelin
	[Q109r9]	Other
	[Q109r10]	Not sure
[Q110]: In what state do you live?		
Values: 1-52		
	1	Alaska - AK
	2	Alabama - AL
	3	Arkansas - AR
	4	Arizona - AZ
	5	California - CA
	6	Colorado - CO
	7	Connecticut - CT
	8	District of Columbia - DC
	9	Delaware - DE
	10	Florida - FL
	11	Georgia - GA
	12	Hawaii - HI
	13	Iowa - IA
	14	Idaho - ID
	15	Illinois - IL
	16	Indiana - IN
	17	Kansas - KS
	18	Kentucky - KY
	19	Louisiana - LA
	20	Massachusetts - MA
	21	Maryland - MD
	22	Maine - ME
	23	Michigan - MI
	24	Minnesota - MN
	25	Missouri - MO
	26	Mississippi - MS
	27	Montana - MT
	28	North Carolina - NC
	29	North Dakota - ND
	30	Nebraska - NE
	31	New Hampshire - NH
	32	New Jersey - NJ
	33	New Mexico - NM
	34	Nevada - NV
	35	New York - NY

	36	Ohio - OH
	37	Oklahoma - OK
	38	Oregon - OR
	39	Pennsylvania - PA
	40	Rhode Island - RI
	41	South Carolina - SC
	42	South Dakota - SD
	43	Tennessee - TN
	44	Texas - TX
	45	Utah - UT
	46	Virginia - VA
	47	Vermont - VT
	48	Washington - WA
	49	Wisconsin - WI
	50	West Virginia - WV
	51	Wyoming - WY
	52	Other
Q120: In the past 3 months, which of the following, if any, have you personally purchased?		
Values: 0-1		
	0	Unchecked
	1	Checked
	[Q120r1]	Batteries
	[Q120r2]	Razor cartridges
	[Q120r3]	Light bulbs
	[Q120r4]	Floss sticks
	[Q120r5]	None of these
Q130: In the next 3 months, which of the following, if any, are you likely to personally purchase?		
Values: 0-1		
	0	Unchecked
	1	Checked
	[Q130r1]	Batteries
	[Q130r2]	Razor cartridges
	[Q130r3]	Light bulbs
	[Q130r4]	Floss sticks
	[Q130r5]	None of these
Q140: In the past 3 months, which of the following sizes of batteries, if any, have you personally purchased?		

Values: 0-1		
	0	Unchecked
	1	Checked
	[Q140r1]	AA
	[Q140r2]	AAA
	[Q140r3]	C
	[Q140r4]	D
	[Q140r5]	9-Volt
	[Q140r6]	None of these
Q150: In the next 3 months, which of the following sizes of batteries, if any, are you likely to personally purchase?		
Values: 0-1		
	0	Unchecked
	1	Checked
	[Q150r1]	AA
	[Q150r2]	AAA
	[Q150r3]	C
	[Q150r4]	D
	[Q150r5]	9-Volt
	[Q150r6]	None of these
[Q160]: For quality assurance, please type the word "survey" in the blank next to the "Other" box below and then click to continue.		
Values: 1-6		
	1	Strongly agree
	2	Agree
	3	Neutral
	4	Disagree
	5	Strongly disagree
	6	Other
[Q160r6oe]: For quality assurance, please type the word "survey" in the blank next to the "Other" box below and then click to continue. - Other		
Open text response		

[Q170]: You have qualified to take this survey. Before continuing, please carefully read these instructions: Please take the survey in one session without interruption. Please keep your browser maximized for the entire survey. While taking the survey, please do not consult any other websites or other electronic or written materials. Please answer all questions on your own without consulting any other person. If you normally wear eye glasses or contact lenses when viewing a device screen, please wear them for the survey.		
Values: 1-2		
	1	I understand and agree to the above instructions
	2	I do not understand or do not agree to the above instructions
[hCell]: Hidden Punch : Cell Punch		
Values: 1-2		
	1	100
	2	200
[Q205]: Please review this package as you would if you were considering purchasing the batteries. Before continuing with the survey, please indicate whether or not you have viewed the package clearly.		
Values: 1-2		
	1	I viewed the package clearly
	2	I am unable to view the package clearly

[Q210]: Now please review the back of the package as you would if you were considering purchasing the batteries. Before continuing with the survey, please indicate whether or not you have viewed the package clearly.		
Values: 1-2		
	1	I viewed the package clearly
	2	I am unable to view the package clearly
[Q230]: What was the main message or messages that the package communicated to you about the batteries?		
Open text response		
[Q240]: What else, if anything, did the package communicate to you about the batteries?		
Open text response		
[Q250]: Assume you use the batteries you were shown in a particular device. Based on the package, what advantage or advantages, if any, would the batteries provide for the device?		
Open text response		
[Q260]: Which of the following, if either, best summarizes what the package communicated?		
Values: 1-4		
	1	The battery will provide both extra life and extra power for the device you use it in.
	2	The battery will provide either extra life or extra power for the device you use it in.
	3	Neither of the above
	4	Don't know/no opinion
Q300: Just one more brief question. Do you or does anyone in your household work for any of the following?		
Values: 0-1		

	0	Unchecked
	1	Checked
	[Q300r1]	A company that makes batteries
	[Q300r2]	An advertising or market research company
	[Q300r3]	None of these
[year]: Captured variable		
Open text response		
[gender]: Captured variable		
Open text response		

APPENDIX E

IMAGES SHOWN IN SURVEY

RESEALABLE

DURACELL®

OPTIMUM



EXTRA LIFE*

EXTRA POWER*

AA 6
ALKALINE
BATTERIES



*Delivers extra life or extra power,
vs. Coppertop AA in a wide range of devices.

RESEALABLE

DURACELL®
OPTIMUM

EXTRA LIFE®
EXTRA POWER



AA 6
ALKALINE
BATTERIES

*Delivers extra life or extra power,
vs. Coppertop AA in a wide range of devices.



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OPEN



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Duracell's highest
energy disposable AA
battery engineered to
provide the Extra Life*
or Extra Power* your
devices need.

Convenient storage with new
slide out and resealable tray



PEEL



RESEAL

*Delivers extra life or extra power,
vs. Coppertop AA in a wide range of devices.



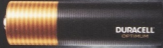
1010038

WARNING: If not correctly satisfied with this alkaline battery product, call 1-800-331-2888 (9:00 AM-5:00 PM EST). DURECELL guarantees these batteries against defects in materials and workmanship. Should any device be damaged due to a battery defect, we will repair or replace it at our option.
CAUTION: May explode or leak, and cause burn injury, if recharged, disposed of in fire, mixed with a different battery type, inserted backwards, or disconnected. Replace all used batteries at the same time. Keep in original package until ready to use. Do not carry batteries loose in your pocket or purse. Do not remove the battery label.

GUARANTEE: If not completely satisfied with this alkaline battery product, call 1-800-551-2885 (9:00 AM-5:00 PM EST). DURACELL guarantees these batteries against defects in materials and workmanship. Should any device be damaged due to a battery defect, we will repair or replace it at our option.

CAUTION: May explode or leak, and cause burn injury, if recharged, disposed of in fire, mixed with a different battery type, inserted backwards or assembled. **Replace all used batteries at the same time.** Keep in original package until ready to use. Do not carry batteries loose in your pocket or purse. Do not remove the battery label.

PULL
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Duracell's highest
energy disposable AA
battery engineered to
provide the Extra Life*
or Extra Power* your
devices need.



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Convenient storage with new
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PEEL



RESEAL



1010018

*Delivers extra life or extra power,
vs. Coppertop AA in a wide range of devices.

RESEALABLE

DURACELL®

OPTIMUM



EXTRA LIFE®
IN **SOME** DEVICES

OR

EXTRA POWER®
IN **OTHER** DEVICES



AAA 6

ALKALINE
BATTERIES

*Delivers extra life or extra power,
vs. Coppertop AAA in a wide range of devices.

RESEALABLE

DURACELL[®] OPTIMUM

EXTRA LIFE[®]
IN **SOME** DEVICES

OR

EXTRA POWER[®]
IN **OTHER** DEVICES

*Delivers extra life or extra power,
vs. Coppertop AAA in a wide range of devices.



AAA 6
ALKALINE
BATTERIES